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MASTER'S QUALIFICATION WORK

«Brand Promotion through Social Media»

Higher education level: «Master»

Major: 075 Marketing

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РЕФЕРАТ

Магістерська робота складається з 37 сторінок тексту, 3 розділів, 3 рисунків та списку з 33 використаних джерел.

Маркетингові методи просування комерційної продукції в соціальних мережах залишаються недостатньо вивченими, а швидке зростання потенціалу цього засобу просування товару визначає *актуальність* подальших досліджень з цього питання.

Мета магістерської роботи: дослідити особливості та перспективи маркетингу в соціальних мережах (SMM) як невід'ємної частини системи маркетингових комунікацій сучасних підприємств, а також ефективного просування бренду та антикризового управління.

Завдання роботи: описати особливості маркетингу в соціальних мережах; розглянути основні інструменти, які використовуються у сфері реклами в соціальних мережах; дослідити тенденції розвитку соціальних медіа; проаналізувати, як використовуються певні інструменти SMM соціальних мереж; вивчити невдачі антикризового управління та вирішення проблем; дослідити переваги та недоліки використання SMM разом із продуктивністю відомих соціальних мереж.

Об'єктом дослідження є просування бренду у соціальних мережах.

Предметом дослідження є SMM як інструмент просування в Інтернеті.

Методи дослідження – опис, порівняння, аналіз, синтез і аналогія.

Наукова новизна дослідження полягає в забезпеченні посилення конкурентоспроможності підприємства за рахунок покращення методів антикризового управління.

Практична значущість дослідження полягає удосконаленні просування брендів у соціальних мережах та забезпеченні зростання його конкурентоспроможності.

У першому розділі розглянуто теоретичні аспекти, а саме: досліджено особливості, основні цілі та завдання маркетингу у соціальних мережах, розглянуто інструменти просування та концепцію ефективного управління кризою в соціальних мережах. Побудовано програму, з аналізу якого можна виокремити найпотужніші органічні платформи соціальних мереж, які використовують B2B маркетологи.

У другому розділі розглянуто шляхи створення бренду у соціальних мережах. Також був проведений порівняльний аналіз діяльності маркетингових стратегій просування продукції на таких платформах як Facebook та Instagram.

У третьому розділі був проведений аналіз ефективності найпопулярніших соціальних мереж та підкреслено практичність роботи на прикладі використання інструментів Facebook світовими брендами.

Ключові слова: МАРКЕТИНГ У СОЦІАЛЬНИХ МЕРЕЖАХ, ПРОСУВАННЯ БРЕНДУ, ЦІЛЬОВА АУДИТОРІЯ, АНТИКРИЗОВЕ УПРАВЛІННЯ, ІНСТРУМЕНТИ РЕКЛАМУВАННЯ, ОРГАНІЧНІ ПЛАТФОРМИ СОЦІАЛЬНИХ МЕРЕЖ.

ABSTRACT

The master's thesis consists of 37 pages of text, 3 chapters, 3 figures and a list of 33 sources used.

Marketing methods of promoting commercial products on social networks remain insufficiently studied, and the rapid growth of the potential of this means of product promotion determines the relevance of further research on this issue.

The *purpose* of the master's thesis: to explore the features and prospects of marketing in social networks (SMM) as an integral part of the marketing communications system of modern enterprises, as well as effective brand promotion and crisis management.

Tasks: to describe the features of marketing in social networks; consider the main tools used in the field of advertising on social networks; explore trends in social media development; analyze how certain SMM social networking tools are used; to study the failures of crisis management and problem solving; explore the advantages and disadvantages of using SMM along with the performance of well-known social networks.

The object of research is to promote the brand on social networks.

The subject of the study is SMM as a tool for promotion on the Internet.

Research methods: description, comparison, analysis, synthesis and analogy.

The scientific *novelty* of the study is to strengthen the competitiveness of the enterprise by improving the methods of crisis management.

The *practical significance* of the study is to improve the promotion of brands on social networks and ensure the growth of its competitiveness.

The *first section* considers the theoretical aspects, namely: the features, main goals and objectives of social media marketing, tools for promoting and the concept of effective crisis management in social networks. A program has been built, from the analysis of which it is possible to single out the most powerful organic platforms of social networks used by B2B marketers.

The *second section* discusses ways to create a brand on social networks. A comparative analysis of the marketing strategies of product promotion on platforms such as Facebook and Instagram was also conducted.

The *third section* analyzed the effectiveness of the most popular social networks and emphasized the practicality of working on the example of the use of Facebook tools by global brands.

Keywords: MARKETING IN SOCIAL NETWORKS, BRAND PROMOTION, TARGET AUDIENCE, ANTI-CRISIS MANAGEMENT, INSTRUMENTS OF ADVERTISING, ADVERTISING, ADVERTISING

Анотація

У роботі було проведено дослідження методів просування бренду в соціальних мережах завдяки SMM маркетингу, як ефективного інструменту, за допомогою якого підприємці можуть легко підвищити впізнаваність торгової марки, створити базу лояльних підписників, залучити нових клієнтів і збільшити продажі. Це є актуальним питанням, адже маркетингові методи просування комерційної продукції в соціальних мережах залишаються недостатньо вивченими.

Об'єктом роботи обрано просування бренду у соціальних мережах. Відповідно у даному дослідженні було розглянуто основні особливості та стратегії ефективного просування бренду та антикризового управління на прикладі таких платформ, як Facebook та Instagram. Було виокремлено недоліки та переваги зазначених соціальних мереж. У ході дослідження були виділені безпрограшні тактики подолання криз та проаналізовано можливі варіанти вирішення непередбачуваних ситуацій. Поряд із цим був проведений компаративний аналіз найпотужніших органічних платформ соціальних мереж, які використовують B2B маркетологи.

Крім того, було підкреслено практичність роботи на прикладі використання інструментів Facebook світовими брендами та розглянуто, які методи рекламування користуються найбільшою популярністю і, таким чином, заохочують клієнтів придбати продукт.

Для підготовки магістерської роботи були використані праці вітчизняних та зарубіжних вчених – статті, підручники та наукові роботи студентів; статистичні дані та графічні матеріали; огляди методів просування продукції відомими підприємствами; на основі збірки даних було побудовано графіки та компаративні діаграми; залучалися дані з DataReportal, Sensor Tower, Merkle, Statista.

Ключові слова: SMM-МАРКЕТИНГ, ПРОСУВАННЯ БРЕНДА, РЕКЛАМА, ПРОДУКТ, ПІДПРИЄМСТВО, ЦІЛЬОВА АУДИТОРІЯ, АНТИКРИЗОВЕ УПРАВЛІННЯ.

Summary

The study examined the methods of brand promotion in social networks through SMM marketing as an effective tool through which entrepreneurs can easily increase brand awareness, create a loyal subscriber base, attract new customers and increase sales. This is a topical issue, because marketing methods of promoting commercial products on social networks remain insufficiently studied.

The object of the work is to promote the brand on social networks. Accordingly, this study examined the main features and strategies for effective brand promotion and crisis management on the example of platforms such as Facebook and Instagram. The disadvantages and advantages of these social networks were highlighted. In the course of the research, win-win tactics for overcoming crises were identified and possible options for resolving unforeseen situations were analyzed. In addition, a comparative analysis of the most powerful organic social networking platforms used by B2B marketers was conducted.

In addition, the practicality of working on the example of using Facebook tools by global brands was emphasized and it was considered which advertising methods are the most popular and, thus, encourage customers to buy the product.

For the preparation of the master's thesis were used works of domestic and foreign scientists - articles, textbooks and research papers of students; statistical data and graphic materials; reviews of methods of product promotion by well-known enterprises; graphs and comparative diagrams were built on the basis of the data collection; data from DataReportal, Sensor Tower, Merkle, Statista were involved.

Keywords: SMM-MARKETING, BRAND PROMOTION, ADVERTISING, PRODUCT, ENTERPRISE, TARGET AUDIENCE, ANTI-CRISIS MANAGEMENT.

CONTENTS

INTRODUCTION

It is going without saying, that nowadays, due to the rapid Internet socialization, this phenomenon has become the main trend of the modern online environment. Today we face countless numbers of various social networks and services. But even considering this fact, new projects appear in this niche each new day. The total audience of social platforms exceeds one billion users and, according to the recent statistics, will soon overtake audience of search engines.

Social media marketing (SMM) is an efficient tool with the help of which entrepreneurs could easily increase brand awareness, build a loyal follower base, attract new customers and increase sales through social media. Speaking about the usage of these tools it should be noted, that social media promotion works equally well for startups and companies with small amount of employees, as well as for well-developed, mature and large companies; both in the field of B2C and B2B companies.

Marketing methods of promoting commercial products on social networks remain poorly studied, and the rapid growth of the potential of this means of product promotion determine the **relevance** of further research on this issue.

The **object** of the study is the promotion on the Internet.

The **subject** of the study is SMM as a tool for promotion on the Internet**.**

Purpose of the study: to explore the features and prospects of Social Media Marketing (SMM) as an integral part of the marketing communications system of modern enterprises, as well as an effective brand promotion and crisis management.

Based on the purpose, we can form the following **tasks**:

1. Describe the features of marketing in social media;

2. To consider the main tools used in the field of advertising on social networks;

3. Investigate trends in the development of social media;

4. Analyze how certain SMM social networking tools are used;

5. Examine crisis management failures and problem resolutions.

6. Explore advantages and disadvantages of using SMM along with the performance of the well-known social networks.

Research methods. The diploma work uses such general scientific research methods as description, comparison, analysis, synthesis and analogy.

The **structure** of the study. The diploma work consists of 40 pages and includes an introduction, 3 chapters and 9 subsections, which solve the research tasks, along with 3 illustrations, conclusion, list of references.

CHAPTER 1
SMM PROMOTION ON SOCIAL MEDIA. FEATURES OF FUNCTIONING AND CRISIS MANAGEMT

1.1. Social media marketing: features, main goals and objectives

The modern world of technology dictates such conditions that people have to carry their mobile devices twenty-four hours a day, seven days a week and three hundred and sixty-five days a year. And therefore, successful companies, in order to have a winning position, must understand the principle of "integrated impact" and use combinations of different media. Due to the existence of new web technologies anyone can easily create and share own content. A blog post, tweet, or YouTube video can be produced and viewed by millions virtually for free. Advertisers don't have to pay publishers or distributors huge sums of money to embed their messages; now they can make their own interesting content that viewers will flock to [1].

It is difficult to study social media without encountering the phrase social networking. The Merriam-Webster dictionary defines social media as "forms of electronic communication (as Web sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)." The same source defines networking as "the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business."

Let`s look closer what is social media marketing (aka SMM marketing or simply SMM). First of all, it is a form of internet marketing that involves creating and distributing content on social media platforms to achieve your business goals in marketing and branding. Along with the opportunity to publish free posts (texts, video content, images etc.) that stimulate audience attention and engagement, SMM also includes promotion through paid advertising on social networks.

Inherently, social media marketing (SMM) is part of on-page SEO because of link building. A SEO stands for search engine optimization. Basically, it's improving your website's search ranking. It works this way. Let's say you have a website and sell leatherjackets. When someone searches for leatherjackets on Google or any other search engine, your website will be shown on the front page or even better, in the top three search results or of your blog. When you start to show up on the first page on search engine, this will bring a lot of free organic traffic to your site. So if 100000 people are searching for leatherjackets every month and if your website shows up on the first results page, you'll be getting a lot of visitors to your site, which would result in more sales. And the most important thing is that it's free traffic and long term, unlike if you run ads for one week. Now, the question is, how can we make it possible that when someone searches for leather jackets, our website shows up on the first page? In order to do that first, we need to understand what formula is search engines using to determine which pages to show on the first page, which on the second and so on. Once we figure out their formula and ranking system, we can then tweak our website that way and implement some of the changes and then we'll start seeing results.

Though the problem here is search engines use hundreds of factors to determine which side to show, and they don't disclose these factors. And you don't have control over much of those factors. But there are a few disclosed factors, and if you work on them, your site will eventually rank on the first page.

Now, the goal of SEO is very, very simple. You wanna get to the first page of Google. And the reason is because 95% of all web traffic goes to sites on the first page of the Google SERPs, meaning the Google search results. So if you can get on the first page of Google, you're gonna get a lot more visitors to your website which means a lot more sales for you and a lot more money in your pocket. And if you can

get to the first position on the first page, you can get 33% of all of the search traffic for a particular search term. And the great thing is is if you can get to the top spot, you can stay there for weeks, months, even years and that means that Google is gonna be sending you a ton of free traffic, 24/7/365.

So this is why SEO is so exciting, why everybody wants to learn about it and why it's such a highly paid and in demand marketing skills, simply because it can deliver such a great return on investment and a ton of free traffic to your site. And that's really the goal of search engine optimization.

Social media is part of the systems design methodology, Web 2.0, which refers to changes in the way users and software developers use Internet resources. In other words, this is a little bit more collaborative use of the Web that stimulates the development of creativity and knowledge sharing. SMM could be also described as an interactive and user-driven method that helps users participate and collaborate online through open source applications and services. Therefore, it is very important that the content is accessible to the user; the user must be able to create, publish, remix and repurpose content. Available and available technologies such as Ajax (a method of creating interactive applications for the Internet that immediately processes user requests) and RSS (Really Simple Syndication) support Web 2.0 principles such as "user empowerment". Various kind of content can be used with the help of Social Media Marketing, such blogs, podcasts, videos, photo and news sharing, message boards, posts on social networking sites with the key purpose to reach a large or targeted audience [2].

Along with SMM-activity, there is such a process of optimizing the company's work as SMO (Social Media Optimization) – a set of measures aimed at attracting visitors to the site from social media: blogs, social networks [3]. However, these are two completely different types of social media work aimed at promoting a brand.

Unlike social media marketing, SMO assumes optimization work only within its own site. SMM is the attraction of third-party Internet resources in order to promote. Another difference is the tasks set. The main task of SMO is to improve the content of the site, to establish contact with visitors in order to attract and "retain" them. SMM is focused on promoting the site itself, the goods and services offered.

In other words, "social networks are capable not only of taking any forms and types of information, but also of being interactive, interacting with users, which is not possible in other advertising channels" [4].

Social media promotion is available to absolutely everyone. You can create your own group in a couple of clicks, and the advertising office is clear and simple. But still, promotion on different platforms has its own characteristics and differences.

1.2. Social media promotion tools

Opportunities for promotion on the Internet are practically unlimited. The market for such advertising is growing and developing at the most intensive pace. New technologies are emerging, such as animation, visual and auditory effects, interactive presence, 3D graphics and more. Perhaps this list can only be limited by the imagination and imagination of advertising specialists, as well as the budget of the organization. In this regard, there are many methods and tools of social media marketing.

Content is where social media promotion begins. The quality of the content determines whether you can attract subscribers. And from the frequency and schedule of publications – how high the coverage will be. On each social network, users have their own requirements for what they want to see in their feed. Therefore, for different sites, you need to create different content.

On the below mentioned pie-chart you can see the statistics of organic social media platforms used by content marketers:

Organic social media platforms B2B content marketers use

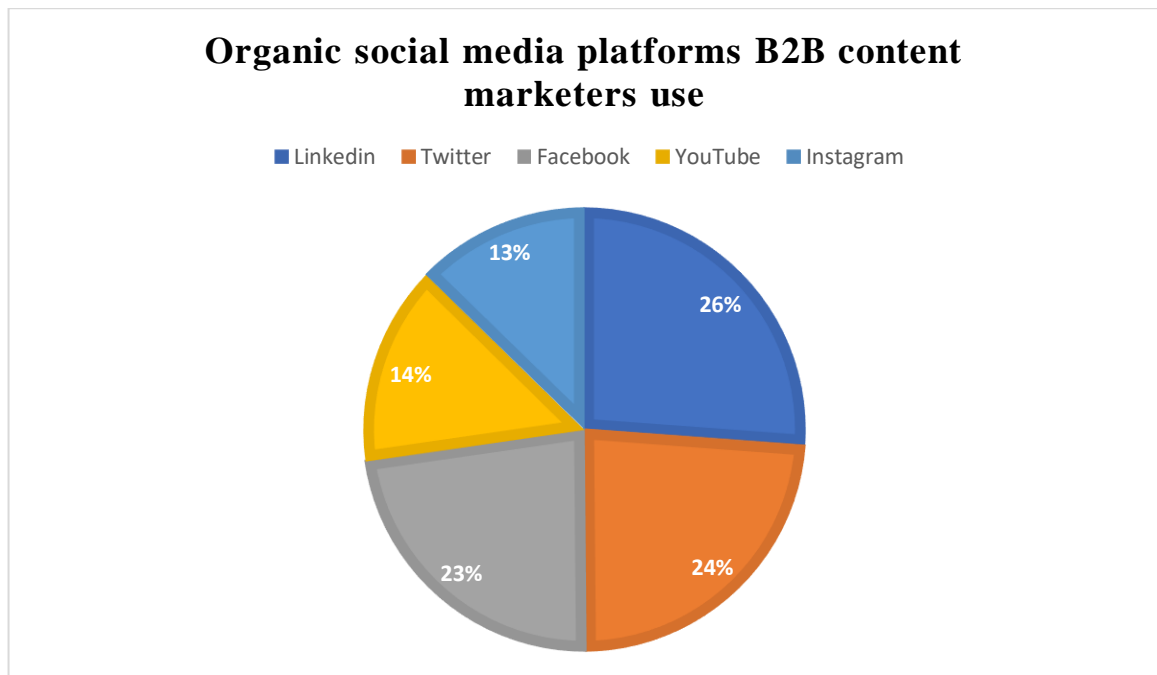■ Linkedin ■ Twitter ■ Facebook ■ YouTube ■ Instagram

Figure 1.1. Organic social media platforms B2B content marketers use

For example, promoting on Facebook will require variety. Images, text, and video are good here. By keeping the right balance between types of content, you can much better engage users in interacting with your page and among themselves, and attract new subscribers. It is also important to understand at what time your target audience is online and scrolling through the feed. To do this, take a look at the statistics and see what hours the posts have the most reach.

But promotion on Instagram needs graphic content. It is necessary to understand that visitors come to this social network for beautiful and funny photos, pictures and videos. Therefore, your task is to determine the direction of your Instagram account and create content within a specific topic. This way you will be able to maintain quality and attract a specific audience.

In order to accelerate the growth of subscribers, you can use the tools for SMM promotion in social networks related to content:

- Exchange of posts. You can agree with the owner of a page with a similar topic about the mutual exchange of publications. This will give both accounts more followers.

- Live content. This includes live broadcasts. Most social networks support streaming. With its help, you can win the attention of a new audience and involve the existing one.

- Sweepstakes and contests. With their help, you can engage subscribers and grab the attention of their friends, increasing the reach through reposts.

The most common way to promote from the above "costly tools" is targeting. This term comes from the English. Under the word "target" is meant a certain tool of advertising. This kind of mechanism allows you to select from the entire available audience only that part that meets the specified criteria (target audience), and shows advertising to it.

In most cases, targeting is available for social media adverts. But in spite of this, networks like Facebook propose basic options for targeting if user would like to create some organic posts too. Billboard, television, and print ads are seen by a wide and often immeasurable audience. Not all of these viewers belong to the advertiser's target audience, but social media allows you to choose who sees your content.

Social media companies have a great opportunity to share data about audiences, and because of this rich possibility, brands pay for the ability to see their ads only by their audience.

This factor indicates that money is spent mostly on people who are more likely to buy brand's product, and less money is spent on advertising to people who are outside the target audience.

For a certain amount, the owners of already popular pages and accounts will gladly advertise your product or account. This type of Instagram ad is especially popular. Popular Instagram bloggers often promote various products for money.

Sponsored posts are tools for promoting in social networks if you choose the right account in which you will advertise. Its subscribers should be your target audience, otherwise they will not be interested in your offer, and you will simply waste your money. Therefore, be sure to audit the page before contacting the owner for promotion. And do it yourself. Do not trust the words of the page owner – remember that he needs to sell you ads.

1.3.   The concept of effective social media crisis management

Before a problem arises, you need to have a strategy for effectively managing social media crisis situations. Things can move incredibly quickly on social media. Sometimes it's an Instagram post about an egg that inexplicably goes viral. But sometimes it's a PR crisis that seems to emerge right out of the blue. Your best chance to weather the social media crisis is to prepare ahead of time. Have a clear plan, list of key stakeholders and responsibilities, and clear step-by-step reporting lines [5].

In this diploma work I would like to share with you some social media crisis management tips for businesses and brands:

· **Create a social media policy.** Everyone knows cases when an employee posted inappropriate content. Luckily, this is not a fatal mistake. A strong social media policy for your company with clear guidelines for appropriate use is one of the best ways to prevent this type of social media. It also should provide clear

outline expectations for branded accounts, and explain how employees can talk about the business issues via personal channels.

- **Secure your accounts**. To the common problems belong weak passwords and other risks connected with SMM security. This kind of neglect can quickly expose your brand to a social media crisis. In fact, workers are more likely to cause cybersecurity crises than hackers. The more people know the passwords of your social media account, the more chances of a security breach. Don't share passwords between different members of your team who need access to your social media accounts.

- **Craft a crisis communication plan**. A corporate-wide social media crisis plan allows you to instantly respond to any risk problem. Instead of discussing how to handle things, or waiting for senior managers to weigh, you can take action and prevent things from spiraling out of control. It is important not to hesitate and act as quickly as possible. More than a quarter of crises spread to the international level in just one hour. But companies need an average of 21 hours to protect themselves in any meaningful way. It's almost a full day for a crisis to sweep the Internet without any significant intervention from your team.

- **Communicate internally**. A key part of your crisis management response is an ability to communicate internally. This keeps everyone on the same page and helps to prevent misinformation and the spread of rumors. Pay attention that everyone in the organization should know exactly all ins and outs of what they should (or should not) say about the crisis on social media and what steps need to be done in order to prevent such unpredictable situations.

- **Learn from the experience**. When you overcome your first social media crisis, take some time to recharge and examine what happened. Keep a detailed record of each step you did during such situation, and how well it worked

in result. This is a high time to gather your teammates together in order to discuss the experience you've all been through, and share kin of knowledge with your colleagues. Perhaps the customer service department had an important insight. Or maybe there are some new public relations guidelines that need to be incorporated into your social media plan. Keep calm and try to find some time to look through your social media plan. Think about what you could add to prevent a similar crisis in the future and review your crisis communication. Maybe you will find some mistakes that probably could be prerequisites for such unpredictable cases.

CHAPTER 2
METHODS OF BRAND BUILDING IN THE FIELD OF SOCIAL MEDIA MARKETING

2.1. Social media marketing on Facebook

Such factors as demographics, interests and sometimes even consumer behavior give advertisers an opportunity to target their paid posts. Your brand can also combine a number of these factors to narrow down your audience. If you want to make yourself known to the whole world, then the social network Facebook is the best way for this. You can promote your product on this site using public pages and targeting.

Facebook was founded in 2004 and started to develop very fast, becoming the most important SNS with more than a billion monthly active users at the end of 2012 [6] thus reaching 42% of global Internet users [7]. Almost 60% of monthly active users (i.e., 584 million) spend on average 50 minutes Facebooking on a daily basis. Facebook's additional strength is a huge mobile user base – by the end of 2012 there were more than 600 million users which connected to Facebook through their mobile devices [6]. Simultaneous to rapid Facebook growth brands searched for their new "holy grail of marketing", a channel through which they can reach their consumers with the lowest possible cost and the highest possible efficiency. Facebook seemed to be a perfect match. Nevertheless, Facebook, who owned a vast user base but lacked sustainable business model, also quickly recognized the opportunity and offered its service to businesses. Therefore, it was a win-win situation. Today three brand promotion channels exist on Facebook: i) brand pages, ii) branded applications, and iii) ads [8].

The Facebook ad account is clear and very easy to use. In addition, its capabilities are constantly being improved. It is convenient to conduct analytics of advertising campaigns here as well.

To promote a public page, the same principles apply as in other social networks:

- unique content;
- communication with the audience;
- regular updates in the feed.

The only thing worth paying special attention to is the correct formatting of the content.

A Facebook user can like certain brand's Facebook page and by doing so he/she becomes a fan who follows that brand. Administrators of Facebook brand pages have capability to post updates. These updates are then not visible just on the brand's Facebook page, but can as well be visible on Facebook Timelines of brand's Facebook fans. Therefore, posting an update represents pushing a message not just to current brand's consumers but to potential new consumers as well because Facebook Timelines are (semi-)public web pages (level of public exposure to other Facebook and Internet users depends on the user privacy settings). Now, it is no longer necessary for users to visit brand web pages or portals to find latest news and other information connected with the brand they like or just have heard about, but information comes to consumers in the real-time and it is interactive. Such push-based Customer Relationship Management (CRM) enables consumers to find new information more quickly and in shorter time [9].

2.2. Social media marketing on Instagram

Instagram is one of the most popular social networks and promotion with its help can bring a very good income to a business owner. The most effective is advertising on Instagram Stories. You can create ads for Instagram by promoting the post from within the app or using the ad creation tool, Power Editor or API Ads [10].

The main feature of Instagram is that users come for interesting and beautiful content (photos, videos). Before starting an account for a particular brand, it is worth understanding what can be the highlight of the brand and determining the promotion strategy [10].

The social network Instagram is part of Facebook, so the entire advertising campaign on the platform is configured exclusively from the Facebook advertising cabinet. But this procedure is very simple. You just need to link your Instagram to your Facebook page. The rest of the actions are performed directly in the Instagram app.

In addition to posting and advertising, when promoting your account, we recommend using proven fail-safe methods:

- selection of the correct hashtags for publication;

- active communication with your followers;

- mutual PR with accounts of similar topics;

- advertising your product / service with well-known bloggers.

Other equally important tools:

- post a sign for your retail outlets using your Instagram account, or send it by email or postcard;

- mention your account in the press more often;

- advertise your Instagram account on other platforms such as Facebook or Twitter by linking to your account, or by providing a link on your website's home page.

User engagement is also possible with photo captions. You can use your opinion, ask subscribers for opinion, implement polls, ask to share.

Location. Instagram allows you to identify the location where the photo was taken. You can take beautiful pictures and mark the location. Do not forget about activating subscribers when promoting Instagram SMM. It is necessary to arrange contests, promotions, sweepstakes. Also Instagram lends itself very well to promotion with using hashtags.

In 2015 and 2016, activities such as SFS / Giveaway became very popular. What is SFS? This is a new way of promoting on Instagram that is gaining momentum. SFS (ShoutoutforShoutout) means "I shout about you, and you about me". This is a form of mutual PR and photo exchange between users [11]. Cross-promoting works best when you're not competitors, but offer a complimentary product. Say, an apparel brand may partner with a shoe retailer, and the brand selling motorbikes can exchange an ad of the company manufacturing helmets.

Giveaway – a drawing of gifts from participating companies. This is a good way to interact with the audience and an opportunity to tell about yourself on Instagram users' accounts. The point is that several projects agree on joint participation, at the same time share the same photo in their accounts and write the same text (changing only the account links, while being guided by the priority list).

Also, on Instagram, the time at which this or that information will be posted plays an important role. Social media researchers have found that the most optimal time to post is between 5:00 pm and 6:00 pm. Since it is at this time that most people leave work, study, stand in traffic jams, and Instagram is a great way to relax and have a pleasant time [9].

Summarizing the above, we can conclude that all social networks selected for consideration have a number of individual advantages. Each social network can

serve as a good tool for generating and maintaining interest in the company. All networks have one advantage in common – the ability to implement a promotion strategy.

2.3. Crisis management failures and problem resolutions

In 2016 world faced the Cambridge Analytica scandal, also known as "fake news". It was time when 42% of users registered on Facebook preferred to relax from this application or even decided to delete it. Mark Zuckerberg, founder of Facebook, tried to renew the relationship between company and audience without regard for anything.

Facebook's failure in crisis management revealed what steps companies should follow in order to prevent such unpredictable situations. After adapting to this new reality, business people could learn from Facebook`s mistakes how to solve problems like described above.

Here you can see how Facebook fell short [12]:

• Slow-moving time of response. Companies must react quickly and convince audience that they work on the issue. As an example, we can provide you the extract from the Cambridge Analytica incident: "The company reported that the mishandling of information had impacted 50 million users and then revised that number to 87 million. By being more diligent, Facebook could have reported accurate numbers initially and eliminated the opportunities for negative press" [12].

• Lack of transparency. Transparency is a key crucial fact in responding effectively to negative feedback. In the case of Facebook, it`s admins usually ignore communicating with active users when things go in the wrong way. often fails to communicate with users when something goes wrong. According to the words of Facebook reps, "Facebook itself does not create content, the public doesn't feel that

this abdicates it of responsibility. Facebook needs to show users precisely how it handles objectionable content" [12].

- Doubtful authenticity. Usually, consumers are sympathetic to companies that have a true value system. While Facebook tends to be seen as a shirk, Nike is committed to its integrity and responsibility brand. In spite of the scandal when Colin Kaepernick was announced a face of new-born campaign named "Just Do It", Nike kept moving and soon realized that most of the audience was positive and supported it`s position.

Of course, exist situations when it is difficult to avoid a PR crisis and PR masters must understand how to help their companies keep public confidence. Facebook should use the following three strategies to work to regain its credibility:

- Deal with fake news. In 2020, an electoral cycle took place that marked a watershed for the social media company. Alternatively, Facebook should demonstrate its commitment to taking steps to prevent such situations by exploring how to prevent users from bypassing content filters and using helper bots to increase the reach of falsely formatted information.

- Form an ethics board. In 2014, Facebook conducted a psychological study according to which "it involved manipulating the mix of positive and negative content displayed in users' news feeds" [21]. It just so happened that the corporation did not notify users of their participation in this study, which caused a wide public stir. To find a way out of this situation, Facebook created an Institutional Review Board (IRB) - an independent third-party group which did not pay attention to the company`s financial status and performance in order to look through and approve any proposed research that involves users' personal information [22].

- Be an ardent ethical trendsetter. Recommendations for Facebook are to take measures to establish the protection of the rights and data of users and to prevent

further leakage of false information. Since the government will intervene in the matter anyway, Facebook should quickly get ahead of the law and get PR approval for doing it on a voluntary basis before it is needed.

CHAPTER 3
COMPARISON OF SMM TOOLS AND WAYS OF IMPROVEMENT

3.1. Advantages and disadvantages of using SMM

No wonder they say that if you don't have social media, you don't exist. Until recently, this theory only concerned individuals. But now it applies to entrepreneurs as well. So, we can make a conclusion: if a company does not have its own profile on social networks, then many people will not know about it.

Brand awareness is an important strategic goal of the company. And this is where social networks have a great advantage over the media, radio and television. Firstly, it is the low cost of one contact: you can attract one visitor for less than using any other means, to assemble your own group, create an event or highlight an event, you do not need to invest huge funds. And secondly, everything is limited by the time spent on posting information and bringing it to potential consumers of services or goods.

Increasing demand (directly or indirectly) is what most of the SMM tools are aimed at. And don't forget about that. If in your case it is planned to promote the site, first you concentrate target users by attracting them to specially created groups or communities. Then, redirect them to the site itself, providing it with a stream of high-quality targeted traffic. In addition to increasing site traffic, you increase loyalty to your brand, its recognition, and receive a number of other benefits.

In order to better understand the ins and outs of the described subject, let`s take the Watson research [15] cited by Sheth and Sharma (2005). According to it, "with the popularity of digital marketing on the rise, many businesses are investigating how social media can help them promote their products and services to potential and existing customers" [24]. If we take, for instance, such social

platforms as Facebook and Twitter, we can mention that they transformed a little bit the way some corporations think about advertising on Internet. By the way, in Watson`s research is also mentioned that "some businesses direct customers toward their social network pages more than they direct them to their own websites" [15].

There are certain pros to market via social media, but there are also related cons as well [15]. Reducing costs and increasing the return of reach is one of the primary advantages of SMM. It is going without saying that the cost for a social media platform is usually lower than for the platforms closely connected with marketing. Additionally, SMM allows businesses to attract customers that may not be available due to the time and geographic constraints of existing distribution channels. Sheth and Sharma say: "Social media platforms increase reach and reduce costs by providing three areas of advantage for customers. Firstly, a marketing firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information that can be provided is much greater than in any other form of communication. Also, the information can be provided in a form that customers can easily process and understand. For example, airline scheduling and reservation systems are very difficult to create and maintain to serve individual needs" [15]. Moreover, in this context, we are faced with a greater choice and it is difficult to provide them in a format that will be better than Internet-based content. Secondly, according to Sheth and Sharma words: "social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements. For example, online checking and seat assignment can be done on the Internet. Finally, social media platforms can allow transactions between customers and firms that would typically

require human contact as in the case of successful firms such as Dell and amazon.com" [15].

In order to better understand the benefits of social media marketing, in this diploma work could be highlighted five points to success in this area:

1.   Costs – without doubts, the main advantage of social media marketing is costs Compared to other business promotion platforms, the financial barriers to social media marketing are quite low. In most cases access to publish, create profiles and things like these are free of access.

2.   Social interaction – one of the most noticeable phenomena of new media is how it has grown and created new forms of interaction with audience. According to statistics, proposed by Facebook, "on average, people spend more than a quarter of their time online, participating in communication, which is equivalent to the total time spent on the Internet for general leisure and entertainment" [16]. Thanks to the lightning-fast proliferation of social media, such platforms have become the most popular areas of the Internet.

3.   Interactivity – can be widely described as "the degree of user participation in changing the form and content of the mediated environment in real time. Interactivity is one of the defining characteristics of new media technologies, which provides greater access to information, as well as supports enhanced user control and interaction with the content of social media" [17]. This benefit depends on the context. In the context of social networks on the Internet, interactivity refers to the interaction with machines, messages or other users, user-oriented, with an emphasis on the experiential aspect of the network process [18].

4.   Target market. Social media offer advertisers the chance to focus on the crowd and shoppers dependent on the individual interests of the potential customers

and what their companions like. In addition, social networks allow you to offer products that go beyond advertising [19].

5.   Customer service is another integral point of social media marketing. Sometimes website designers can't avoid certain complexity in website architecture. In this manner, it is important to have a thoroughly examined client assistance framework, connections to questions and help of consultants to assist clients while choosing or buying.

In SMM it is necessary to pay attention to the four basic disadvantages that are:

1.   Time of intensity – in social networks the nature of marketing is changing with an emphasis on establishing long-term relationships. The last ones can grow into more deals in the nearest future. One person has multiple tasks and to his/her basic responsibilities belong monitoring each network, giving answers to the comments, questions and posting information about the product that the customer considers valuable. It will be quite difficult for companies without a service to manage in the appropriate way these social networks. Let`s draw a clear line that the first and most important thing to realize is that social media marketing is time consuming [23].

2.   Trademark and copyright issues – is extremely important for companies while protecting their own trademarks. A company's brand is often almost as powerful as the products or services they propose. The ability of social media to simplify informal and impromptu communication is often real-time can help companies promote their brands and distribute copyrighted materials, but can also facilitate third-party abuse of trademarks and business copyrights [20].

3. Trust – is a particularly unique aspect of transactional security and confidentiality, as it plays a crucial role in building loyalty of customer to social media marketers.

4. Negative feedback – when you have a business, you should understand that consumers could positive positive or negative pressure on the brand or company, its products and services, paying attention to the representation of the company on the Internet and the quality of products and services presented to those who would like to purchase it [21]. Product reviews, images and tags created by consumers, which serve as a valuable source of information for customers who make product choices online, have grown rapidly and have had a major impact on e-commerce [22] since the advent of Web 2.0 technology.

3.2. Performance analysis of the most popular social networks

In this diploma work were described such well-known social networks as Facebook and Instagram, but let`s dive deeper and compare their performance in order to better understand how to promote brand more effectively.

Firstly, let`s clarify why you should be using Facebook as a marketing channel and how it's really different to other social networks and marketing channels out there. So we're going to go through several main reasons. The first reason is simply that there's two billion active monthly users on Facebook. And if we look at a chart of all the social network sites here, you can see that Facebook is way out in front with really over two billion users [24].

In Ukraine, this social network took third place in the top ten most popular sites in Ukraine with an audience coverage of 65.38% (according to Kantar TNS)

Facebook takes first place in the ranking of global social networks by the number of registered users. Below you can see the statistics of the most popular social networks worldwide:
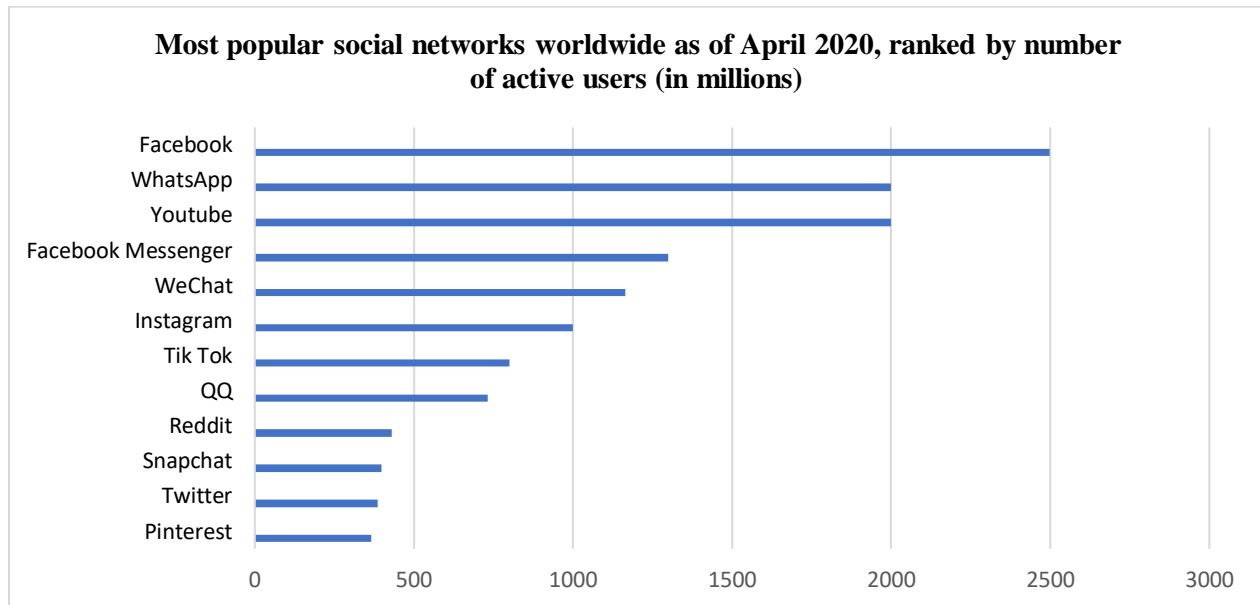

Figure 3.1. Most popular social networks worldwide as of April 2020, ranked by number of active users (in millions)

So why is this important to you as a marketer or business owner? Well, Facebook is so big that really, no matter what country you're in, no matter what age group you're targeting, your potential customers and audience are going to be on Facebook. It's just a fact with an audience of two billion people. So if you're not sure which marketing channel you should be focusing on, you can focus on Facebook because your audience are there. And you couldn't really say the same about Instagram or something like that. It's got more of a narrower age range, although that is expanding at things like Twitter, again, is more specific type of user [23].

Not everybody has Twitter, not everybody has Snapchat, not everybody has Pinterest, but everybody or almost everybody has a Facebook profile. So you can really target them there. So that's the first reason. Second reason is that the average

Facebook user has two hundred friends. Now, why is this important? It's important because that allows Facebook to have a very viral effect, because if two friends like a Facebook page Facebook post, then if they have a third friend that's interested in similar content, Facebook is going to show that to them. And that's what really creates this viral effect very, very quickly, is that Facebook is able to really show content to your friends group and it just expands so quickly.

Now, the third reason that you should be using Facebook is that it has real profiles and this may seem obvious, but this is actually the reason that Facebook was able to dominate social media. They weren't the first social media site, but they were the first social media site that got people to create real profiles. And it was because they really want to connect with their friends. So they obviously putting their real name. The question is why is that important for business? Well, let's say if we look down at it at a post here, if I click in and I can see the people who are really engaging with my content and then I can click through to their profile, I can get a sense of who they are, what they're interested in, where they are, what other content that they like. And that allows me to build up a very clear buyer persona for my business. You couldn't say the same for YouTube or Reddit or even Twitter. People tend to create these pseudo profiles, you know, not their real names, because there wasn't that incentive to really connect with your friends. So that is something extremely unique to Facebook [23]. And not only does make it good for, you know, seeing who your competitors audience are, get a really clear picture of them you can do for your own. But also it's very powerful in terms of if you're looking at your analytics and you want to see some analytics on your audience, you can be very clear. You can be very certain that, their age, gender, their location is extremely accurate because people have put that in themselves. And also then for Facebook ads, you can much better

target people based on who they are. And that is an extremely powerful reason to market your business on Facebook and because they have real profiles.

Now, the final reason that you really want to market your business on Facebook is because Facebook has a powerful platform, and even if you don't have the budget or are not considering advertising on Facebook right now, you need to have this in the back of your mind as a reason to really just grow a business on Facebook. And this is because, it's no longer possible to even create ads on Facebook without a published Facebook page. So that's why you'll need to set up a page if you want to advertise. But also if you have an audience built up, well, then I can say to Facebook ads, hey, I've got an audience built up, this is what they're like and go out and find me more people like that. And so with a bit of a sample, you can give that to Facebook and they can really find more people like that. Otherwise, it's going to be much harder for Facebook to really understand who or the type of people who engage with your content. You know, what are their profiles like where they based. So by building up a Facebook page and building up an audience, then that would really improve your marketing efforts on Facebook probably by 10 times.

Speaking about Instagram it should be noted that it is currently by far one of the most effective platform to promote almost anything. The attention you get from your targeted audience is excellent and ridiculously underpriced. It is also the best place to build an engaged community you can talk to, by telling a great story, and Instagram features are really awesome for story telling [9]. Facebook gives you a very short term reach to your market; and Facebook Ads are amazing, but you don't build on the long term. Instagram lets you build on the long term a very strong relationship with your target and sell them whatever you have to sell them along the way, even if you slow down your investments. With the right tactics and a small

investment, you can build a lifetime audience on Instagram, that will follow you on the next big thing when we'll get one [9].

Instagram helps maintain relationships with customers and leads. People like to communicate with brands through this social network. About 90% of users subscribe to at least one company on Instagram. This social media also helps increase sales. According to a Facebook survey conducted in 2019, 65% of interviewed people visited a website or brand app, seeing it on Instagram. At the same time, 46% of respondents bought the company's products online or offline [23].

Today, social networks provide ample opportunities for promoting a business, increasing the level of brand awareness and forming a positive perception of it. And we just have to decide which of the social networks will bring more benefits to your business. Let's figure out which of the most popular social networks in the world is worth paying attention to first of all.

After Instagram became part of Facebook, Zuckerberg's favorite trick - was added to the most photogenic social network - commercial advertising. Now it is not even necessary to be registered with Instagram, because the advertising account is tied to the Facebook Ads Manager. Instagram will also attach a signature and a link to a personal Facebook page in case of authorization of advertising without an active Instagram account. Social networks are now syncing [24].

However, Insta's big advantage is ad integrations. On Facebook, this method of promotion has not gained such popularity, because Zuckerberg's company is trying to concentrate all advertising forces 'under its wing'. On Instagram, advertisers mostly contact bloggers in person. Research shows that people who have accounts with a large number of subscribers (from 1000, without using cheat programs) and an active audience can advertise targeted products and have a good

profit from that. But this has more to do with the ingenuity of entrepreneurs than with the convenience of setting up ads in social media [24].

But in this regard, Facebook has its own answer. Ads Manager is the most convenient advertising distribution tool nowadays. Thanks to the improved functionality, each user can select the target audience of an advertising post almost to the "point entry", which significantly increases the effectiveness of the advertising campaign. Also, the micro-targeting feature allows you to significantly save your budget. And this gives the social network a big plus. If you do not know who to sell your goods / services to, then the helpful Facebook will conduct a study of the audience and select the optimal one for you.

Facebook dominates Instagram with its customer focus. The vivid freedom that Instagram offers pales in comparison to Fb's polished and simple features. Facebook has a bigger advantage over Instagram content because it's much easier to set up. Facebook gives you the opportunity not to reinvent the wheel, but to ride it freely on the lucrative prairies of social networks [24].

Of course, the right choice of media platform has the influence on the loyalty of audience. In general, it's hard to believe that Instagram followers will warmly welcome advertisements about new car registrars or about stock market research. Marketers, who focus their promotion work on Instagram platform, claim that the portrait of their target user is young people, mostly girls under 24. As a rule, they are also active users of social networks from the big city. Following the example of Twitter, Instagram offers convenient opportunities for the effective use of hashtags. But in spite of the stereotype that there are more registered girls on this network, we propose to observe the distribution of Instagram by age and gender below:
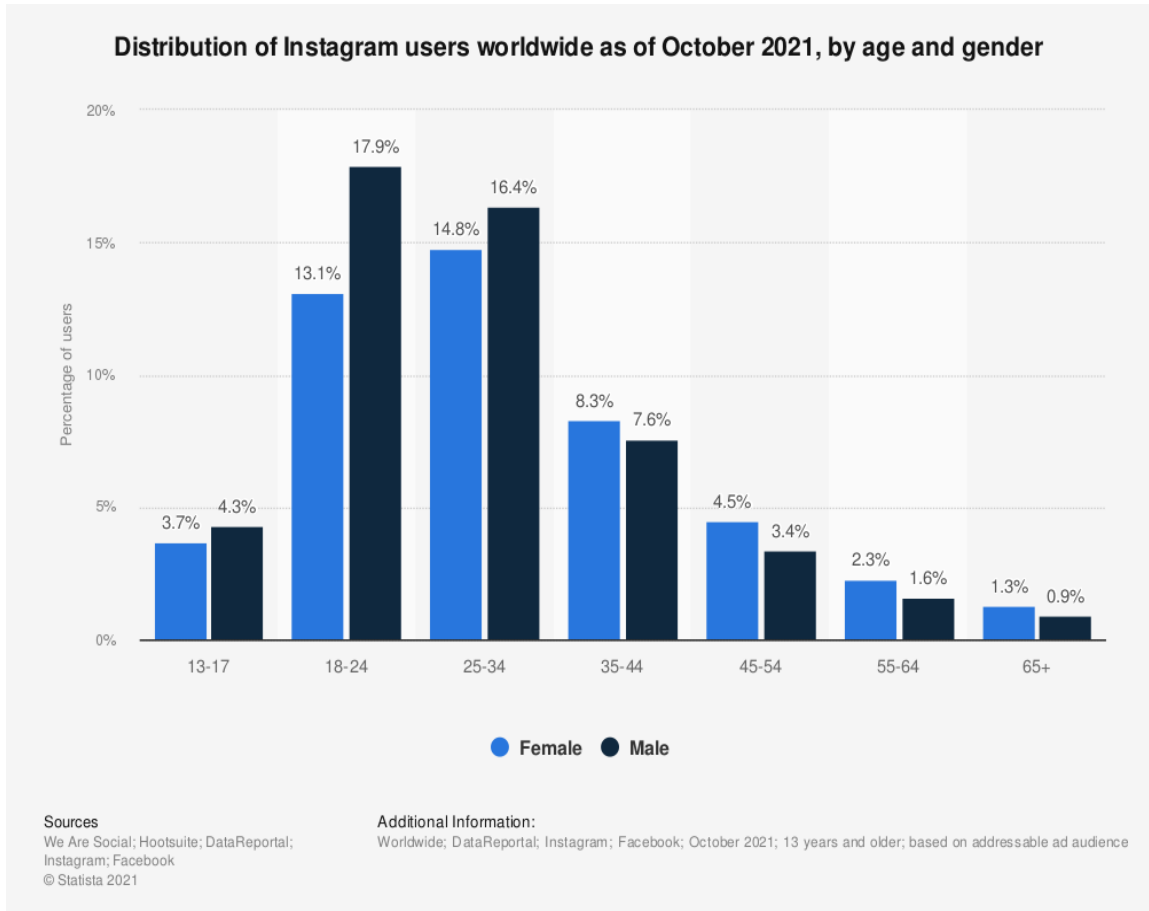
Distribution of Instagram users worldwide as of October 2021, by age and gender

Figure 3.2. Distribution of Instagram users worldwide as of October 2021, by age and gender

According to recent research conducted by marketers, "Instagram provides great brand promotion opportunities that are easy to visualize. This is the best social network for promotion if your product or service is aesthetically pleasing in appearance. If you are a professional photographer, event planner, hand-made craftsman, or have a homemade pastry shop, you have the chance to create popular content. Such users will easily find their audience on this social network".

According to the Facebook marketers point of view, their audience is "a performance of serious professionals who cover a wide field of professional activity. It is difficult to meet individual entrepreneurs, Internet activists, IT specialists, as

well as representatives of the creative class, designers, advertisers, marketers and other representatives of "urbanized" professions here". Facebook is used by users whose age ranges from 25 to 50 years. The main Facebook audience has a high social status and an income of at least average [21].

The most promising services and products for Facebook promotion are aimed at a serious paying audience. Conferences, business trainings and seminars are held on the social network, and they will definitely be in demand here. Companies providing design services will also feel at home.

It could be concluded, that both just described social media has its pros and cons, and for sure all of them are effective in their own way. Hafele says: "Facebook and Instagram have a lot to offer and can give you a high ROI. So, take advantage of both platforms! Remember, some types of ads do better on one platform and some on the other (like image and video ads). Also, you can decide to reach Millennials only on Instagram and older generations on Facebook. There are many possibilities and strategies you can use" [25].

3.3. Experience of using Facebook promotion tools by global brands

Facebook takes first place in the ranking of global social networks by the number of registered users. That is why Facebook is the largest marketing platform for brands, companies and organizations. Therefore, any business – small or large – must be present on social media, in particular, on Facebook. This is a fact and there is no other way out. Every successful business in the world is making a dedicated effort to build a strong Facebook presence. Let`s clarify how well-known brands use Facebook promotion tools and if their experience is effective [33].

1. **McDonald's**. McDonald's official Facebook page has more than 58 million likes. McDonald's uses its site to publish interesting facts and news about

the company itself. In particular, posts about new additions to the menu at various McDonald's around the world.

Additionally, McDonald's regularly works with its customers, for example, asking questions similar to these, and publishes at least one news item a day.

McDonald's pages (by the way, there are a lot of them – each country / region has its own local page) are quite rich in multimedia, almost every post is accompanied by bright images – this is a good strategy, because images increase user engagement. They often use images of food in a large photo, which in itself is great, because this is the first thing a user sees on their Facebook page.

2.   **Coca-Cola.** Coca-Cola's social media activity was actually started by two fans, but today the brand's Facebook page expects a whopping 91 million likes. The company became the first in the world to reach the 50 million mark.

The page descriptions say: "The Coca-Cola Facebook page is a collection of your stories showing how people around the world are helping to turn Coca-Cola into what it is now."

Today, the page is used to post company news, especially some marketing campaigns. Images that promote positive lifestyle changes are also regularly published. The brand page sets out the rules of conduct that users must follow. But what appeals most about Coca-Cola is that they don't aggressively associate their products. Another cool innovation on the page is the different ways to encourage and promote user engagement. Coca-Cola has launched a new app to encourage users to participate and interact with the brand.

3.   **Victoria's Secret**. Victoria's Secret, one of the world's most famous lingerie companies, has created a huge community on Facebook – almost 26 million subscribers. And it is not surprising that the brand can gather such a huge number of fans and gain widespread recognition on Facebook.

The company uses the site to share news about itself and promote its products, publish updates about promotions and, of course, photos and videos of the most beautiful Victoria's Secret models you have ever seen. The page is updated daily, and almost all posts are accompanied by images or videos of either the brand or the collection.

Victoria's Secret also uses Facebook programs to increase user engagement, communicate with the audience, promote sales – there are programs to subscribe to the company's official newsletter, to communicate with their customer service, to find vacancies in the company and to subscribe to their Instagram.

A Facebook business page is a great way to increase your income and grow your business online. After customizing your page, consider running ads to boost engagement. Next, your job of page development will be to create engaging and relevant content and promote your product or services [33].

CONCLUSION

Thanks to social networks, there are great opportunities for those who want to do business. Promotion in social networks is becoming more popular than traditional types every year, because less cost is required. Both strategy and creativity are key requirements of social media marketing. While it may seem overwhelming, its importance cannot be overstated. It's so important that around 92% of marketers use social media as part of their marketing efforts.

On the Internet, the possibilities for brand building and promotion are nearly limitless. The market for this type of advertising is rapidly expanding and developing. Animation, visual and audio effects, interactive presence, 3D graphics, and other new technologies are evolving. Perhaps the only limit to this list is the advertising gurus' creativity and imagination, as well as the organization's budget. There are numerous approaches and tools for social media marketing in this regard.

As part of this diploma work, it was revealed that SMM, as one of the tools for promoting on the Internet, has a number of advantages. These include the following: targeting (segmenting users into target audiences), relatively low cost, technological capabilities (audio and video format of information messages), the presence of feedback, wide coverage of the desired target audience, unobtrusiveness, etc.

In our fast-moving digital age, organizations of all kinds and across all industries have embraced crisis management through social media to encourage faster and more orderly responses to unpredictable situations and crises. As companies increasingly rely on mobile technology in order to optimize their crisis management efforts, marketers should find the ways in which business could benefit by strategically using social media during next waves of crisis.

To summarize, in this diploma work were examined the main features and strategies of the effective brand promotion and crises management on the example of such platforms as Facebook and Instagram. During the research were highlighted the key methods of win-win crisis resolutions and analyzed the possible variants of solving the unpredictable situations. Along with that, there were investigated trends in the development of social media and prepared a comparative performance of the well-known social media and their tactics of brand building.

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