

24. SOCIAL NETWORKS AS AN EFFECTIVE TOOL OF DIGITAL MARKETING

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Introduction. Digitization in today's world is a tool for economic growth by increasing efficiency and competitiveness through the use of digital technologies. Digital technologies have become the basis for creating new products, values, properties and the basis for obtaining competitive advantages in most markets. Digitization gives small companies and project teams the ability to create new products and quickly bring them to market on par with existing large companies.

Today, almost every business needs digital marketing. In the current conditions, when direct sales depend exclusively on marketing, digital marketing as the most flexible business area can be fully separated into a separate branch or industry. Businesses receive competitive advantages from the use of digital technologies in the form of increased productivity, creation of new demand for new goods and services, new product quality and value.

Digital marketing has enriched Internet marketing with the possibilities of mobile communication, as a result of which there are additional opportunities to expand the audience of marketing influence at the expense of the owners of mobile communication devices, while simultaneously ensuring the targeting and personalization of such influence.

Digital marketing provides powerful opportunities for an employee's constant online presence. The advantage of such a work schedule is flexible ways of working, which allow you to pay more attention to clients, friends, and family. This will contribute to the retention of qualified employees, the impact on the employment

market, and the improvement of the effectiveness of marketing activities in the conditions of the informatization of society.

Literature review. Many works of domestic and foreign scientists are devoted to issues related to the development of digital marketing. Pedro Nunes and Karina Sytnychenko offer a comprehensive study of digital marketing, providing its fundamental definition, describing its historical evolution, and examining new trends shaping its future landscape [1]. The authors [2] analyze the impact of digitalization on modern marketing strategies and practices. Dsouza and Panakaje examine the historical development of digital marketing [3]. In work [4], the author analyzes perspectives and research proposals in determining the future of marketing research in digital and social media. Dr. Mrs. Vaibhava Desai reviews the concepts of digital marketing in his work [5].

The author of the article [6] investigates the state and features of digital marketing in the modern conditions of enterprise activity. Podmogilna N.V. and Starkov V.I. characterizing the role and importance of using social networks in the formation of an effective communication complex, describing their function for the promotion of goods and services [7]. In work [8], specific differences between digital marketing and Internet marketing are defined. Bilousko T.M. emphasizes the need for digitalization of the enterprise's marketing activities [9].

The analysis of literary sources made it possible to establish that the issues of development and promotion of digital marketing are extremely relevant and require further scientific research and justification.

Results. Traditional marketing methods are gradually being replaced by digital technologies. The successful functioning of the enterprise largely depends on the use of marketing digital technologies. The use of digital technologies in marketing represents modern trends for the development of a client-oriented approach, the use of which will make it possible to strengthen the competitiveness of enterprises and effectively promote their brand on the market.

Digital marketing is a type of marketing activity that allows targeted interaction with target market segments in virtual and real environments using digital channels and digital methods. This is modern marketing, which is characterized by a dual nature: some of the functions are performed online, and some are performed in an offline environment.

The development of digital marketing is due to the introduction of new innovative platforms and their improvement taking into account the requirements of consumers. There are many definitions of digital marketing in the scientific literature. Dsouza and Panakaje Digital marketing is defined as the ritual of promotion and advertising of various products and services creatively, in a unique manner through multiple distribution channels which act as a medium between marketers and consumers [3]. In every aspect of business, the emergence of new technologies such as artificial intelligence, big data, blockchain, virtual reality, and

robots has created a new paradigm shift and promoted innovation in the area of marketing research and practices, the authors note [2].

«Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium» [5].

The American Marketing Association (AMA) defines that Digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer, including online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email and similar channels to reach customers [10].

The authors [11] determine that digital marketing is a derivative of Internet marketing, which goes beyond its only channel – the Internet and is rapidly developing under the influence of digital (digital) technologies.

According to M.A. Aucklander, O.O. Romanenko, digital marketing is a type of marketing activity that enables targeted interaction with target market segments in virtual and real environments using digital channels and digital methods [8]. D.V. Yatsyuk notes that digital marketing (interactive marketing) from the point of view of marketing communications involves the use of all possible forms of digital channels for brand promotion [12].

The practical implementation of digital marketing tools focuses on the management of various forms of presence of enterprises on the Internet through company websites, mobile applications, social network pages, and other communication tools integrated with the Internet. Consumers give priority to the product manufacturer that uses the latest tools to inform buyers, including the use of digital trends in modern marketing. According to AMA there are several common methods for conducting digital marketing, including [10]:

- Search Engine Optimization (SEO), is the practice of improving ranking within major search engines to increase online traffic;
- Search Engine Marketing (SEM), SEM leverages paid online advertising to increase website visibility within search engines. SEM is often used in conjunction with SEO;
- Pay-Per-Click (PPC), is an online method for advertising where a business only pays for its ads when a person clicks on them;
- Social Media Marketing (SMM), is the practice of using social media channels to promote business products or services;
- Email Marketing enables businesses to send branded, promotional content directly to prospective customers via email;
- Affiliate Marketing is a performance-based exercise that enables revenue sharing and pay-per-sale (PPS) compensation within a common network;
- Content Marketing refers to the publishing and distribution of text, video or audio materials to customers online (blogs, videos and podcasts);
- Native Advertising involves blending marketing materials into a medium, making the underlying message and marketing purposes equally important.

Sponsored content, in which one business posts its own content on a different website, is a common method of native advertising.

The environment of functioning of digital marketing is: real and virtual. The target audience includes: owners of computers, laptops, mobile phones, smartphones, tablets, TVs with Internet access; owners of mobile phones, smartphones; users of terminal services; persons who see electronic screens.

The ranking of the frequency of use of digital marketing methods is as follows: first place – SEO (site optimization in search engines) is used by 90% of enterprises; second place – SMM (social media marketing) and SMO (optimization for social networks) – 65% of enterprises; third place – contextual advertising – 60% of enterprises; fourth place – SEM (search marketing) – 33% of enterprises [8].

The social network forms an environment of interactive communication. One of the forms of expression of network communication is the noticeable growth of social Internet networks. They act as a tool with the help of which a large number of users of the global network get additional opportunities in communication. Modern communication technologies allow creating social communities (Internet communities) with almost any given characteristics.

The term «social network» has several meanings in the conceptual and categorical apparatus. A relatively independent direction, the so-called «network approach», has formed around this concept. With the emergence and spread of social networks on the Internet, its interpretation as a web service, which provides the possibility of communication of large groups of people and their unification in virtual communities based on interests, arose.

The peculiarity of the construction of social networks is that their content is filled by the users themselves, and in addition to communication, the authors have the opportunity to consume media content and the entire range of entertainment products, to conduct economic, political and other activities.

The term «social networks» was introduced in 1954 by the representative of the «Manchester school» James Barnes in the article «Classes and congregations in a Norwegian island parish».

The first social networks appeared in the mid-1990s of the 20th century and provided users with initial opportunities for communication (eGroups/OneList, ICQ, Evite). Such network services are not usually considered as social networks, but they are the very foundation on which the online possibilities of communication and interaction of users have further developed. Services such as Friendster, Tribe, Orkut, LinkedIn, Spoke allowed to create social networks for leisure and work.

The era of technologically organized social networks began in 1997, when the New York company Sixdegrees.com showed an unprecedented service based on real user names. In 2007, American researchers formulated the main features of a real social network. The Internet company Rياهو developed a contact management service for the first time in the USA at the beginning of the new millennium, which later became part of Facebook. In 2003, LinkedIn was founded – the first social network for business people.

Today, society has entered the third era of social networks, when they turn into a tool of informational influence and manipulation of mass consciousness. Social networking is a broad term that refers to websites and applications designed to facilitate further interaction. Users use social networks to communicate with family, friends and other communities. Social media started out as an entertainment tool, but has since evolved into a powerful marketing tool.

Marketing professionals in all sectors are developing social media marketing (SMM). In addition, it has moved from a stand-alone tool to various sources of market data that are increasingly relevant to a growing audience.

The main functions of social networks include:

- creation of individual profiles, which will contain certain information about the user;
- user interaction (by viewing each other's profiles, internal mail, comments);
- the possibility of achieving a common goal through cooperation;
- exchange of resources (for example, links to sites);
- the possibility of meeting needs due to the accumulation of resources.

An important feature of social networks is that it is a certain closed environment, information in which only its members can receive, and only with the permission of its owner. All information contained in social networks is not indexed by search engines. Therefore, they are a kind of Internet service with a corresponding interface, and not part of the World Wide Web. The main object in a social network is a person, rather than the information posted there.

The active development of social networks is changing approaches to the field of communications and PR. The Internet and intranets have radically changed the nature of relationships with stakeholders. New social media promote communication, change the one-way model of communication between the organization and the public, and open up new opportunities and channels of communication with different target groups.

In addition to traditional mass media, new media are becoming a significant management and informational resource in the activities of enterprises. Therefore, the Internet is a tool that expands the possibilities of two-way interactive interaction.

Social media is the backbone of the new media space, taking many forms including text, visual, audio and video. They are distributed using various forums (forum.pravda.com.ua), blogs and microblogs (Blogger, Wordpress, Twitter), wiki guides (Wikipedia), social networks (Facebook, Friends, MySpace, LinkedIn), online games and virtual worlds (WorldofWarcraft, TheSimsOnline), video and photo sharing (YouTube, Flickr, Instagram), video conferences, bulletin boards (Obyava.ua), iTunes podcasts), social bookmarks (Delicious), RSS channels.

So, the term «social media» means the use of web and mobile technologies to transform communication into an interactive dialogue.

Social media is a powerful toolkit for organizations and brands that not only provides an opportunity for direct and instant organizational communication, but also an opportunity to implement an ideal public relations model.

Digital PR (digital PR, PR 2.0, ePR) – public relations electronically using the

Internet or intranet is rapidly gaining popularity all over the world and is taking the most promising direction. All forms of PR are interactive.

Regarding the use of Internet channels in PR activities, various researchers single out the following:

- e-mail, WorldWideWeb (websites), virtual communities;
- blogs/microblogs, wikis, RSS, podcasts/videocasts, social bookmarks, social networks;
- WebPR (websites), NetPR (Internet press service, Internet communications, in particular, chats, forums, intranet), On-linePR (online media, on-line press room, on-line databases, on-line conferences, distance learning);
- e-mail mailings, podcasting, SMM (Social Media Marketing), video channels, landing pages, webinars, contextual and media advertising, viral advertising, SMS mailings.

The PR 2.0 concept involves a change in the perception of a PR professional. The requirements for a modern PR specialist determine the availability of knowledge and skills both in the direction of traditional media relations and understanding in the use of social media for organizational communications, online and offline relationships in brand reputation.

Social media has forced organizational communications to shift to a dialogue in which stakeholders, not just companies, have power over messages.

A modern PR specialist needs to implement his projects in the conditions of social dialogue. In addition, with the help of social media, the essence of PR is revealed – to create and tell stories, communicate with the public and achieve understanding.

Public relations professionals first became involved in interactive social networks in mid-2006 with the emergence and popularization of Facebook and YouTube, although the first social network appeared long before that: Classmates.com was launched in the USA in 1995, which in 10 years reached more than 40 million users. For a modern PR specialist, social networks represent a complex, but rich space of opportunities and risks.

The number of social networks is growing, the networks themselves are being transformed, their capabilities are constantly updated in order to interest users.

We will give several definitions of the term «social network» that most fully reveal its essence, referring to electronic social networks.

A social network is a network communication platform in which participants:

- 1) have uniquely identified profiles that consist of content provided by the user, content provided by other users, and data provided by the system;
- 2) can publicly establish connections that are viewed and moved by others;
- 3) can consume, generate and interact with streams of user content obtained as a result of connections on the site [13].

A social network is a virtual platform that provides means of communication, support, creation, development, display and organization of social contacts, including the exchange of data between users, and necessarily involves the prior creation of an account [13].

A social network is a group of people who interact through newsletters, blogs, comments, telephone, email, and instant messaging, and use text, audio, photos, and video for social, professional, and educational purposes. The purpose of a social network is to create trust in this community. Researchers consider social networks as a component of social media. In reality, the distinction between social media and social networking is blurred.

Social networks such as Facebook or Google+ are used for individual communication, but increasingly for institutional communication, news distribution, research and many other purposes. Today, there is no single classification of social Internet networks.

Among the advantages of using social networks in the promotion of goods and services of the enterprise are:

- significant targeting opportunities – SMM specialists have access to a set of certain criteria for selecting the target audience, such as gender, age, marital status, and even political views and musical preferences;
- relations with the community and mass media. Social networks allow you to spread news about the enterprise and its activities, as well as inform the target audience about this or that event or promotion;
- the existence of feedback and customer support for the direct appeal of the consumer with suggestions and comments;
- increasing the loyalty of the interested audience to the company from the point of view of both the seller and the employer;
- advertising in social networks is not characterized by high intrusiveness;
- opening of new prospects for entering the international market;
- cost reduction, as SMM is a relatively inexpensive tool for promoting goods and services.

Usually, for companies, there are the following main areas of activity in social networks: creating brand awareness, managing reputation on the Internet, recruiting, studying new technologies and competitors, finding potential customers.

Such organizations are able to drive traffic to their own online sites by encouraging their consumers and customers to discuss improvements or changes to products or services. For example, the Apple company uses social networks extremely successfully, constantly maintaining an active dialogue around its brand.

Thus, by constantly involving its community in the discussion of issues related to improving products and consumer experience, the company has the opportunity to maintain a dominant position in the market of mobile devices. Companies Disney, Google, Volvo, McDonald's do not just inform consumers about their new products and services, but create a community, a kind of "cult" to spread their product.

The tools that a PR specialist can use in the leading social networks are:

- YouTube (recording of seminars, conferences, product demonstrations, engagement of consumers);
- Facebook (building new relationships with consumers, increasing brand exposure);
- LinkedIn (B2B network, building your base of business connections,

promoting useful articles online);

– Twitter (publication of articles, posts).

In social networks, the company conducts a dialogue with its communities, consumers and interested persons for the formation of the brand; uses content, surveys, contests, product demonstrations; promptly answers customer questions, if necessary – neutralizes negativity.

To work in social networks, a PR specialist must clearly understand why the organization uses social networks, formulate specific goals and a strategy for working with the public. For this, it is necessary to study the Internet space; social networks where work is planned; audience; type of communication; leaders and platform activists.

However, traditional PR tools should not be abandoned. A combination of traditional and electronic PR is necessary in the activities of a public relations specialist to achieve goals and improve public relations.

SEM and SMM are two major terms in digital marketing that are crucial to promoting businesses and driving traffic to their websites. They are those powerful marketing tools that offer various benefits to businesses. SEM is best suited for large companies with large resources. SEM is search engine marketing that involves the use of paid advertising to increase a website's visibility on search engine results pages (SERPs).

SMM can be used by small businesses that want to take advantage of social media. SMM stands for mass media, which includes the use of social media platforms to promote a brand and interact with customers. This includes methods such as: creating and distributing content on social media platforms, running ads on social networks, and influencer marketing.

These two marketing tools are essential for any business looking to attract new customers and grow their brand.

There are many different social networks on the World Wide Web, which can be classified according to different characteristics. According to availability, the following types of social networks can be distinguished: closed, open and mixed. Most social networks are completely open to everyone, but some projects, due to their business model, do not provide for publicity, so they were created closed from the very beginning.

The task of mixed-type social networks is to achieve the same level of popularity as open networks, but users do not like the various barriers, and therefore they are reluctant to join such social networks.

Social networks are also classified by geographic location. By direction, social networks are divided into personal, professional and thematic. Personal ones are aimed at maintaining and establishing already existing contacts, as well as for finding new ones. Professional ones are aimed at professional development and career building. Thematic ones gather an audience based on certain interests: music, hobbies. A more detailed classification by types of social networks looks like this:

– social networks for communication, these include: «Vkontakte», «Facebook» and others. This type was one of the first to offer a personal mini-site,

which later became known as a profile;

- social networks for sharing media content. This type provides wide opportunities for sharing videos and photos. These include «Instagram», «YouTube»;

- social networks for collective bargaining. The basis of the species is the need to exchange knowledge. Representatives: «Quora», «Reddit»;

- social networks for author's record. This type includes blogging services where users create and publish text and media content. Representatives: «Blogger», «Twitter»;

- social bookmarking services are services where the user collects his personal library of content, which can be subscribed to by other community members. Representatives of «Pinterest», «Flipboard»;

- social networks by interests. This type makes it possible to find like-minded people and people with similar interests. Representatives of «Goodreads», «Friendster».

Modern marketing technologies are crowd technologies, stimulating the sale of goods based on the recommendations of the target Internet audience. The main task of crowd marketing is to manage the recommendations and feedback of Internet users so that they work for the sale of the company. The use of crowd marketing improves the reputation and increases the position of the site on search platforms

The key tools of digital marketing, the use of which will contribute to the promotion of the products of domestic companies, are highlighted, namely: raising the company in search engines, analyzing consumer behavior, voice search, chatbots, purchases using social networks, online events and multi-channel marketing [14].

Conclusion. Therefore, digitalization has significantly influenced the formation of the main marketing trends and platforms for their implementation. The use of modern key digital marketing tools will contribute to the promotion of enterprise products by analyzing consumer behavior, voice search, chatbots, purchases using social networks, online events and multi-channel marketing.

Digitization makes it possible to optimize business processes, create new products and services thanks to Internet of Things technology, virtual reality, cloud services, artificial intelligence, reduce costs, offer an individual approach to the online buyer, personal advertising.

Digital channels provide almost instantaneous dissemination of information, become the main carrier of communicative messages and a mechanism of interaction with the client. Therefore, the presence of the enterprise in the specified digital channels is important. Reasonable use of digital technologies in marketing activities opens up wide prospects for enterprises to retain regular customers and develop long-term partnerships with them, which in turn will contribute to increased profitability.

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