

## ORGANISING AND IMPROVING COMPANY MARKETING ACTIVITIES USING SOCIAL MEDIA

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**Abstract.** *The author considers various aspects of the advertising activities of the company as a whole. Various ways of organizing and improving the marketing activities of the company in particular are presented. The components of the concept of marketing activities are defined. In addition to that the article focuses on the importance of using social media for successful organization and improvement of marketing activities, analyzes current research into the activity of users in social networks, highlights the main ways of promotion of social networks.*

**Keywords:** *marketing, marketing strategy, social networks, marketing process, target audience, advertising campaign.*

The relevance of the chosen article is related to the practical problems that arise in the context of the impact of advertising on modern society. Advertising nowadays is presented as the most important and integral part of life in modern society. From early childhood people are exposed to the influence of advertising, because it affects all areas of life. Advertising is distributed on television, on the radio, on the Internet, in magazines, etc. This is how the image of the ideal customer is formed, ready to listen to advertising and concentrate on what it "advises".

Advertising is designed to promote and influence. It is a kind of lever of pressure on society, which convinces people of the necessity of something that previously did not interest them at all. However, it should be said that a large number of monotonous advertising, or advertising one product will not attract the customer, but only on the contrary, deprive him of the opportunity to concentrate on achieving their goals.

Thus, the question of the degree of influence of advertising on society today is extremely relevant.

Moreover, nowadays, the importance of using social networks for successful organization and improvement of marketing activities becomes vitally important. Social networks represent a large audience of registered users. Most users use social networking services and appear there regularly. Commercial companies should not lose this target audience to

advertise or promote their products or services. But you must use this campaign wisely. The difference between intrusive advertising and quality marketing is very small.

SMM or social media marketing is now considered as one of the most promising areas for promoting products or services. And it happened due to the development of the social platforms themselves, which allow not only to position themselves in the online community, but also to get information about new products on the market.

With the growing popularity of social media, marketers' interest in social networks as new sources of audience and target segments is growing. Social Media Marketing has become one of the elements of the Internet marketing mix. SMM – the process of attracting traffic or attention to the brand or product through social platforms; a set of measures to use social networks as channels to promote companies and solve other business problems. But the positioning on these sites and methods of promotion on them have some peculiarities. Although this market has been developing for more than 8 years, it still remains poorly understood. Every day there are new tools that can change the process of promotion in social networks [2].

You can't succeed in social media if you don't learn to understand your audience. The best way to do that is to use the principles of psychology. Experienced marketers know that this approach is essential to delivering con-

tent. There are the most important factors you should consider in your strategy:

- Why people use social media to distribute content;
- How the use of color can influence an audience;
- How you can earn users' trust.

There can arise one more question why it is important to influence the audience's emotions when promoting a product.

The New York Times conducted an extensive study and found that there are five main reasons for this [5]:

The desire to improve the lives of others. Almost all respondents (94%) said they wanted to help improve their friends' lives through reposts. Create content that your audience and their subscribers can benefit from.

Self-identification. Two out of three respondents (68%) share posts in order to create the right impression of themselves. Your content should align with your audience's interests so that subscribers are proud to repost.

Strengthening and maintaining relationships. Four out of five participants share content to stay in touch with subscribers. Think about how your posts can help engage with them. Ask users to tag one of their friends in the comments and encourage reposts. Combine this with a compelling call to action ("Share the link to this online store and get a five percent discount!").

Self-realization. Everyone likes getting likes and positive feedback. Research has shown that consumers enjoy the content they share and so does the content shared with them. Create informative posts so that your audience gets this pleasure on a regular basis.

Strive to talk about what's important. Four out of five respondents (84%) say that, "sharing information is a way to support a business or company that is important to them." Think about what activities your brand promotes and create posts based on that.

More often, people think that color is not an important strategy for promoting content on social media. However, psychology believes otherwise. The results of the study "The Influence of Color on Marketing" [3] state that "people form their opinions within 90 seconds of starting to interact with people or brands. Sixty-two to ninety percent of

evaluations are based on colors alone." It's not so much about a particular color or shade, but whether it fits the brand and product.

When making a strategic decision about color to promote content on social media, think about what fits with the brand's ideas. What message you want to transmit and what colors will be used to do it successfully. There are common associations (e.g., green means comfort, yellow means happiness, etc.), but context is much more important.

You would never buy a product from someone who didn't earn your trust. Your audience does the same. The chemical oxytocin plays an important role in forming relationships. Oxytocin is released when a person feels part of something.

According to Psychological Science in the journal Association for Psychological Science [4], evoking emotions can provoke any action, including reposting. Their study explains, "Information exchange is partly sought through arousal. When one is aroused, it facilitates social interaction."

Any emotional message increases the response from participants in the experiment. The more positive the content, the more often it will be shared. Use positive emotions in your posts in the following ways:

- Share pleasant and interesting stories from customers' lives or work moments;
- Use appropriate humor;
- Ask your subscribers to tell about their positive life experiences in the comments or hold a contest. For example, a clothing store can bring back memories of beautiful love;
- Post a video in which a salesperson talks about how a tracksuit saved his life in the cold conditions of Siberia;
- Add "happy" emoticons to your posts.

By understanding how your audience's behavior changes, you can create more distinctive and in-demand content. If you can understand your audience's tastes, you can successfully influence your customers and your business.

In conclusion, it should be noted that the psychological methods of influencing the audience in advertising are truly numerous, and it is not a fact that any of them can help to promote the product to a completely different level. Each product or service has its own

positive and negative sides; each target audience has certain needs. In other words, the main task of advertising is and is the selection of the only correct and effective methods of psychological impact.

Thus, the modern world depends on advertising. Without it, manufacturers and distribu-

tors would be unable to sell and customers would know nothing about certain products or services, and the modern industrial world would collapse. Advertising must be powerful and continuous. Mass production requires mass consumption, which, in turn, requires mass-market advertising through the media.

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### ОРГАНИЗАЦИЯ И СОВЕРШЕНСТВОВАНИЕ МАРКЕТИНГОВОЙ ДЕЯТЕЛЬНОСТИ КОМПАНИИ С ИСПОЛЬЗОВАНИЕМ СОЦИАЛЬНЫХ СЕТЕЙ

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***Аннотация.** Автор рассматривает различные аспекты рекламной деятельности компании в целом. В частности, представлены различные способы организации и улучшения маркетинговой деятельности компании. Определены составляющие концепции маркетинговой деятельности. Кроме того, в статье акцентируется внимание на важности использования социальных сетей для успешной организации и совершенствования маркетинговой деятельности, анализируются текущие исследования активности пользователей в социальных сетях, выделяются основные способы продвижения социальных сетей.*

***Ключевые слова:** маркетинг, маркетинговая стратегия, социальные сети, маркетинговый процесс, целевая аудитория, рекламная кампания.*