

Promotion of goods and services in social media

Nowadays, social media is a solid platform for the effective promotion of goods and services. Social media helps companies communicate with potential online buyers, as well as increase the target audience by meeting individual requests, needs and preferences.

Theoretical, methodological and practical aspects of promotion of goods and services in social media are covered in the works of Ukrainian and foreign scientists, among whom: Bavyko O. [1], Daiser P. [3], Gottel V. [3], Natorina A. [2], Wirtz B. [3]. The importance of the issue and its fragmentary study in the context of digital transformation determines the relevance and purpose of the study. The purpose is to explore the tools for promoting goods and services on social media, as well as to determine the differences between them for the effective promotion of goods and services.

According to [2-3], the promotion of goods and services in social media is a system of interrelated activities aimed to promote goods and services to as many buyers as possible. Social media helps different businesses to build a development strategy more effectively and to be in close contact with the target audience. The Figure shows the tools for promotion of goods and services in social media that are web analytics, targeted and contextual advertising.

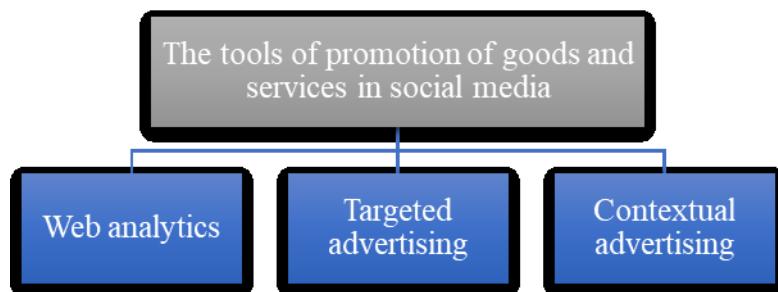


Figure. Tools for promotion of goods and services in social media [1-3]

It's important to mention that web analytics allows business to monitor the whole path of an online buyers from the first viewing of advertising content to the purchase of promoted goods or services. It helps to analyze the received information and make right conclusions about the necessity of using certain methods of advertising, how effectively they work to attract the attention of a potential online buyer. In addition, it greatly simplifies the collection of information about the client. In future it will adjust the company's development strategy in a more profitable direction. This information is the key to the right targeting, which allows many social media for business to convey a certain advertising message to those of them who are the target buyers.

It should also be emphasized that targeting as a tool for promoting goods and services on social medias allows not just to convey certain advertising content to general groups, but to each online buyer in particular. Targeting tools makes work with the target audience on social media comfortable and effective. A search history, content interaction and the nature of the publication of each online buyer allows you to get crucial information about the target audience.

The right choice of social media to promote goods and services is also crucial, because almost all popular platforms are different in the nature of the content and the audience that views it. This means that, depending on the product and service, you need to choose social media for promotion. The most famous social networks nowadays are TikTok, Instagram, Facebook, LinkedIn, Twitter, Reddit. Comparing them by the nature of popular content, we can conclude that they all need a different approach for creating interactive advertising posts.

If business wants the promotion of goods and services to be effective, it is necessary to analyze each social network particularly [1-2]. For the TikTok, short entertaining videos are usually popular. Instagram is a network where most of the content posts are photos about various topics. LinkedIn is a social network mainly for establishing business contacts, where each user aims to find a certain business interaction, which begins with the creation of a short resume. Facebook, Twitter and

Reddit are social networks where main content posts are text messages with attached photos.

After the content analysis, you should determine exactly how you will promote your product. The easiest way is to promote through the official advertising service of a social network. Their algorithms let you set up correct targeting [3]. Another method that is statistically less effective, but still remains quite popular, is to order advertising from media personalities. It is effective to order advertising from bloggers with up to one hundred thousand subscribers who produce content on a particular topic.

In conclusion, social media are an effective tool for promotion of goods and services in the Internet, which gives businesses the ability to quickly attract the attention of the target audience and interact with it constantly. Moreover, the comprehensive approach to choosing a social media allows businesses to increase the level of loyalty of online buyers in a short period of time and to achieve the desired metrics.

References:

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