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International Business – Central European Business Realities

Use of social media for educational services promotion

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Introduction

Socializing on the internet is running fast. This fact became the main trend of a modern online environment. Network nowadays has more than 200 of different social networks and services ("List of social networking websites", 2017). For various purposes and circumstances. Communicational, professional, media, news, art and graphics. The cumulative audience of this services is higher than two billion of users ("Number of worldwide social network users 2010-2020 | Statistic", 2017). Moreover, by the future forecasts, it could be more than the public of searching machines (O'Reilly, 2015). Today's market is highly interested in the promotion of their goods and services in the social media. Comparing with the digital marketing in 2010's the situation has turned upside down. The companies are creating websites to support their pages on the social media networks. Moreover, the enterprises are interested in receiving main flows of the traffic to the community pages. The immediate response from the networks is showing its support to the enterprises. The power of the advertising tools provided by the social media has changed the main flows of the marketing budgets from the press advertising into the advertising cabinets of the Facebook. The development of the promotion campaigns in the digital fields is giving the companies the prompt response from the customers and statistics under each campaign from the side of the chosen social media.

The following research questions were created to explain the objectives of the thesis:

1. What is Social Media Marketing and how it could help the enterprises with the internet promotion?

2. Why are the investments in the social media promotion campaign is beneficial for the company?

The structure of the current thesis consists of the two main parts. The first part which is the theoretical one will explain all the aspects of the promotion in the social media, what kind of abilities is covered in it. After which empirical part will follow, where the research on the given topic will be conducted.

The first chapter of the current thesis will cover all the definitions and overviews of the literature that is relevant for the understanding of the chosen topic. It will give the understanding why this type of the promotion is needed for today's businesses, how it has

to be implemented and what steps have to be done to achieve predetermined goals of the development campaign.

The second chapter would explain the methodology of the given research. The analysis of the competitors on the chosen market and how the business was using the social media for its promotion. The research would provide the steps that has to be taken to achieve the raise of the sales of educational services for the company. The analysis of the data collected through the internal tools of the chosen platforms. The summarized findings will be followed by the recommendations for the selected company regarding the promotion in the social media.

Chapter 1. The phenomenon of the internet socialization

The level of active users of social networks is growing due to high penetration. In the most popular projects (Facebook, Pinterest.) average user is watching more than one hundred pages a day (Lister, 2017). This is the point where all internet projects were trying to reach. Psychologists are already talking about syndrome of Facebook addiction. An affection of human to the facts what he is doing and what is going around him in chosen social network.

There is an enormous amount of people who is using the internet only to "check" social networks. This is the different audience. The audience that cannot be found anywhere else. Not on forums, nor in the search engines. For this kind of users, their social network became a synonym of the internet. They are chatting, meet each other, share files, gathering information, make purchases or reading feed and articles. When non-web media services get realized the amount of audience, they were forced to open agency on chosen network page and making integration of their websites with Facebook, Twitter, Instagram, etc. However, there are plenty of examples (tumblr.com, livejournal.com, wordpress.com) where some users who prefer to read blog is much higher than the audience of the traditional media company.

The main adjective of the marketing is to be where the audience is (Greenwood, Perrin, & Duggan, 2016). Marketers could not just miss this piece of cake with the taste of high activity and loyalty to the media. That is why just after the birth of the first social media

and services (MySpace, Last.fm) marketers starts to build new advertising companies. To provide fresh new services for their clients.

Everything starts from banner adverts and text notes on the pages. However, rapid growth also touched advertising and marketers have realized the wide new potential of the social media. They found that users not just reading pages like news. However, also wants to create, speak and make communities. Connected around same ideas and topics. One of the main features of this new networks were the fact that people would like to share personal information about themselves for personal or professional motives.

For marketers, this information was extremely significant. Additional ways of segmentation and individualization of the message to the final customer became the key to success. Success on the new battlefield. This is how Social Media Marketing (SMM) ("Social Media Marketing for Businesses", 2017) come in sight. SMM is a complex of tools for promotion in the social media. To become successful on the market of the social media services. Social Media Marketing already exists for ten years (Facebook was founded in 2004) (Phillips, 2007), but there is a still lack of information about this topic. Lack of study courses, books, and professional training. Most of the books about SMM mostly divided into three groups.

Post analysis of Western cases that were made by large enterprises. Every single case is interesting and contains pros and cons of the strategy. But not every case is applicable for the chosen market due to a different environment.

Promotional literature. The aim of those is to show the power and abilities of the social media. The importance of this books is high but can be useless. Because after reading of them the user can stick with the question. What should the reader do in this exact situation? However, unfortunately, there is no such an answer in such literature.

Trivial books. There is much of literature in the bookstores that didn't provide any additional value to the reader. Where the authors explaining instruments of the marketing through the prism of mutual understanding. Without defining the ways how and when to use provided instruments. Most of the books on this topic contain such advice as "You should regularly update the content base" or "Keep a dialogue with your audience." These books have a lack of data to make and control SMM-campaign.

One of the biggest problems of promotion in social media is that there are no straight rules that can define solutions for given targets. Explanation of hidden obstacles that company could face and the ways how to fight with them. To find an optimal and safe route to work in social media business should analyze global and local cases. That easily can be consulted on the internet and provide answers that are up to date. That are important for business - to follow the trends.

The thesis is not providing "black and gray" mechanics of promotion, such as spam, mass posting, fake measures, and usage of bots. All these methods are ineffective and could harm company's reputation. Spam can trigger covered disaffection towards the enterprise. The main trend of the modern social media marketing is to whiten the tools and to avoid all gray instruments.

Advantages of the Social Media

Social media has a bunch of benefits towards other instruments of online marketing (search engine optimization, context, and banner advertising) and traditional media tools (television, outdoor advertising, product placement).

Buzz marketing. One of the main features of social media is that users want to share information with their surroundings. With the right tools, this feature could reach enormous amounts of people that get defined message. Virus marketing is standing on that specific characteristic. To create content, interactive applications that are connected with the brand and will let consumers share company's message. Most common tools in buzz marketing are video, infographics, virus web-pages. ("Buzz marketing", 2010) There are two main ways how to deal with viral marketing in social media.

First one is multi-profile sharing. The user is sharing information about the product itself or link to the content that is connected with the product. To one or multiple users from the friend's list. The second one is social sharing. The consumer is using internal mechanisms of the SM (share on Facebook, retweet on Twitter), so he shares this information with all

the friends, and they can find it in the feed line. From the perspective of the marketer's second tool if more preferable, because it can reach a wider audience.

In a case of buzz marketing user is sharing information by himself. The main target of a marketer is to define interests of the audience, their behavior and motives to share this information and finally to create viral content.

The idea of the viral content already been in the minds of marketers for many years. However, only with the active growth of the internet and especially social media, this instrument became popular. This fact is tightly connected with the ideology of social media. The online environment is creating tools that are essential for buzz marketing. The immediate share of the news, tight and fast connections between people. Ability to receive and understand media information.

Targeting. One of the key features of the social media is the wide possibilities to choose target audience (to focus the campaign on the selected segment of target audience). Business can focus its campaign as deep as it wants to. When a new user is coming to the social network, he is filling information about him. He is providing to marketer maximum information about him: age, location, family status, education, hobbies and work field. Marketers can use this information for promotion purposes, and the amount of this data is much higher that research could get with another traditional marketing instruments ("Guide to Social Media Targeting", 2017). So marketer can define perfect target audience to follow brands message.

Non-promotional format. Modern human is overloaded with the advertising. "Never before in the history of the human eye, it was so in demand. We estimate that between birth and the legal age. One sees on average 350 thousand commercials. To reach this point, it took 2000 years." (Beigbeder, 2002). It is coming from every side: from TV, printed media, billboards and posters in public transport. One of the most aggressive environments from the point of advertising is the internet. The human brain in a result of it starts to create ad-blocking filters to avoid such influence. In the media internet advertising, there is a term called "banner blindness." It explains situations when the human is coming to internet page and automatically avoids different parts of the page. Because it already knows that these parts contain advertising. ("Banner Blindness", 1998) Consequently, it affects the effectiveness of the advertising. In a case of social media, ad-block filters are not turning

on. The point is that social media marketing is not using advertising format. The main tool is to communicate with the user over interesting topics and sharing of relevant content. Connection and content are containing inner-message. Moreover, apart from advertising it has value for the user.

 Interactive communication. In most of the cases in classic marketing connection with the audience is going one sided. Advertiser spreads information about his product. However, doesn't receive feedback. In social media, communication is going both sided. Users can show their opinion, ask questions or be engaged in the quiz. It provides a deeper connection with the target audience apart from traditional advertising.

A common myth about Social Media Marketing. As every young creature Social Media Marketing is full of the fables:
In social media, people is not buying anything. Shopping is not the main message of the social media. Nevertheless, people can be influenced by the things that they are interested in. Joining public pages means that users are in touch with the group all the time. If a connection with the target audience is well planned and realized, then participants will be one step forward to make a decision to buy the product.

Only kids are using social media. Social medias are full of different aged audience. Different education, location, and income level. Social media is like a cauldron where the company can find all demographic clusters.

Social Media Marketing is very expensive. Even without any budget SMM campaign is possible. It depends on the coverage and wideness of the project. There is many ways how to start SMM campaign with zero budget or with the usage of low budget tools (for example, integration of web-site with social media, sharing of branded content). Consequences are coming after the first harvest out of tools above. The company should invest in more expensive tools. Such as targeted advertising on Facebook or Pinterest.

Who is in needs of SMM and for whom it will be effective

Depends on specific of the business every company could adapt SMM campaign under its needs.

One of the main targets in front of social media is to solve long-term questions such as branding, raise awareness of target audience, loyalty for the products of defined brand, tracking of mentions and behaviors of the target audience. Large business strategy in SMM is based on extensive coverage, working on different fields simultaneously and active communication with the public. (Belicove, 2012) For this purposes, companies are using big user groups, blogs, and applications in social media.

Working with brand lawyers under predetermines scenario. Also needs to be mentioned that fat part of work is targeted on collaborating with the reputation, monitoring, and neutralization of negative mentions. Sometimes firms can meet with the complexity of calculation ROI (returns on investments). As mentioned, large companies are working on different fields simultaneously. Such measure as ROI can be hard to calculate due to sometimes it is impossible to understand which tools showed up better on the market and provides better numbers when all work was done as a complex. That is why marketers should develop their metrics for each campaign with the use of web analytics. Large business clients are manufacturers, banking, cinematography, chain retail, etc.

Middle and small business. The downward sloping tendency can be found in entrance barrier last years. Pilgrimage of the small and medium sized companies to the social media is growing year by year. Social media for this firms is a tool for timely decisions according to their strategy. Raise in sales, an announcement of sales, user stimulation for re-purchasing. All these points could be solved on own markets or with the use of already existed ones. Most popular users in this field are trade, local manufactures, services (gym's, beauty salons), touristic sector.

Internet business. It is logical to imagine that representatives of online industries are using Social Media Marketing tools. The main factor for them is to raise amounts of traffic with the ability of high conversion (transformation into sales amounts, registration or other targets). One of the featured tools for that is a creation of groups of interest, blogs, and microblogs, targeted advertisement, posting of teasers in high-traffic groups and blogs.

Also, social media could be used to raise attractiveness around the product to make it viral. High interest in SMM could be found in such projects: Internet stores, online services, online startups, sales aggregators.

B2B sector. Despite the common mind that SMM is not for B2B, they are wrong. The main strategy, in this case, is to find representatives of an exact professional cluster that is a target audience for the B2B campaign. SMM department can create new communities and groups with strong positioning under vocational or social connection. To dig into target audience behavior and build bridges through couple touches. With the use of targeted advertisements followed by education or fields of interest ("Using social media marketing in B2B markets", 2017).
 Alternatively, to work via existed sectors. Main representatives of B2B in social media marketing is advertising companies, IT-companies, financial and jurisdiction services, HR-agencies.

For whom SMM is ineffective

Narrow sections of B2B.In most of the cases for the enterprises that are doing high-cost small B2B section business, SMM promotion will not get benefits as expected. There are plenty of reasons why this type of companies should not spend their budget and power on it. Sometimes it is almost impossible to adjust targeted advertising for this purposes. On customers who will make decisions to buy the product. In the spheres above traditional way of negotiating is preferable. Decisions are made after private meetings and large circles of negotiations. It also could be caused by the limited amount of demand and supply in this area. Troubles with generating thematic content. The topic of the business could be so narrow that the audience would not be interested in such information. A more analytical tool that could be helpful for the strategy is to work with search engine optimization or context advertising.

Spontaneous transactions business. Taxi is the best example of this type of business. When the customer wants to take a ride he has two choices. To use the company that he is loyal to or to use search engines with the request "Taxi Prague." Even if the person is following taxi page in Facebook or reading their blog, it does not mean that he is loyal. It would not affect his choice somehow.

Sales of inferior products. One of the main features of the social media is that this is the field where people is hard to mislead. In the standard media user, most of the times cannot share their opinion to the masses. Opposite trend can be seen in social media. Where just one tweet can start a chain reaction. Mass effect. The user can find that one of the products has large defects under manufacturing fault. Moreover, he immediately will post it in the SM and share it inside his area, blogs, forums. This could easily affect business. One of the latest examples is Samsung with Galaxy Note 7 (Chapman, 2016). It was an amazing device, but about 60 devices have blown around the world and internet community starts to blame Samsung for their rush in production. Samsung loss were 7 billion American dollars. However, side effects were much bigger due to loss of loyalty and reputation and shifting to competitors.

Main tasks of Social Media Marketing

From the perspective of marketing – social media is very universal. Kinds of tasks could be solved in this field. From sales to branding. Colossal mistake to think that SM is resolving only PR questions. It could provide an additional channel for the sales department. Some sales mechanics is specific for this defined area.

Donation of traffic. This tool of sales became more common these days. In the community, the user is getting information about the product followed by the link to the page where he can buy one in multi-brand store or own website. Via this tool role became divided. Community in social media plays as sales advisor and website became a cashier.

Autonomous trade. Sales could be made even without leaving the page of desired social media. Some communities could provide to the final consumer all detailed information about the product with the following video on the topic. However, on the other hand, there is also representative of the sales department that could guide the client through purchasing process or to use some tools that could help him to do this such as widget (an interactive element that could fill order form for the client) or built-in application. The advantage of this tool is that company is not pushing on the customer to jump over the links. From the ideal user experience, we can find that more steps consumer needs to follow from the point where he decides to buy until finish line where he is finally purchasing the product than

fewer chances that he will buy anything. In a case of usage of the autonomous trading system, the number of steps getting lower. So we are raising probability to sell the product.

Cyclic sales. The useless customer is the client that purchased one product and will never come back to store anymore. It is sometimes possible that the price of an attraction of the customer is much higher than profit gained from a selling of the product. Every business dreams about clients that will cyclically come back to the store and make new purchases. Social networks are perfectly solving this case of pulling back loyal customers. After joining chosen community, starting to follow company's blog or any other channel of communication, business is getting the ability to tell about new products, top sellers or special promotions to the client. Moreover, finally, a business stay is connected with the customer and amount of cyclic sales significantly grows.

Recommendations. One of the most popular sales technics through social networks is a usage of leaders in some social groups. Persons whom point of view has a higher value for their audience became opinion leaders. A good example for that is bloggers. Recommendation of this person could create a wave of new sales. That why it is so important to be in touch with them to get control under brand's audience.

Branding. The best field for branding is surroundings with dozens of millions of people. Through social media, business could raise attractiveness to the brand in the eyes of the customers. The company could inform users about new products and get more true ones.

Traffic. Today one the biggest generators of traffic on the internet is social media and search engines. Customers attracted via white technics of the SMM could be easily converted into buyers because they are filled with the information about the product before the process of purchasing ("Factors Influencing SMEs Adoption of Social Media Marketing", 2016). Clients became prepared before through the videos, articles of discussions in the social media. If the is a task in SMM-campaign about enlarging of an amount of traffic it should be done in pair with some web analytics. It would help to control not only quantity, but a quality of traffic gained. Most important parameters for this case is time spent on a webpage, the amount of pages watched by the customer, core

audience (most active part, that is easily coming back), a percentage of conversion viewers into buyers.

Work with negative mentions. There is a ton of negative information about the products in the internet, social media, blogs. It happens due to facts that online users are more skeptic, fast flow of the information, low level of responsibility connected with anonymity. There are three types of negative mentions on the internet. Natural negativity is connected to situations when the user had a bad experience with the product and became unhappy.

Trolling. The user can find self-happiness in the profanation of the company. This type of negative has no arguments or ground below. Targeted negative. It could happen from the side of competitors or offenders. In most of the cases, it could be done via massive negative mentions about the company or its products. For each of the referred to above point, there are methods of neutralization that is able to decrease or even wipe it out. Negative information has very fast tendencies to spread on the internet. So it could harm companies reputation, sales amounts. It is highly important to find out negative mentions and know how to fight with it.

Personal branding. Social media perfectly fits not only for promotion of brands but also for people branding. Every celebrity is a brand and responsible for PR and advertising of him/herself. SMM in personal needs for celebrities can be applied to raise awareness for politicians or singers. For opinion leaders and experts in defined area.

Strategy

When the company decides to join social networks it should be comprehended and planned decision. With defined mission and goals. Only in this case business will get the desired effect from social media campaign. Achieving anything in SMM with the only natural approach is impossible. This is one of the reasons why it should be planned and analyzed in advance. The strategy of promotion should be tailored for social media and work with it has to be according to the scheme. A plan that is divided and connected to the terms.

It does not matter will the company do it by itself or with the help of agency beside. Structured work will be done through developed strategy. A strategy that is under strict

control where business could control effectiveness step by step. One of the common algorithms for SMM promotion is defined below. It can vary, but in total could be applied for most of the strategies. The strategy should answer four main questions. Why do? For whom? What to do? Where to do?

Step 1. Developing of the strategy should start from defining of the target audience portrait. To maintain it, a company should pay attention to 3 main points. Geographical. Where are target audience located? Socio-demographical characteristics. Gender, age, education, family status and income level. Hobbies and interests. What is taking attention of the public? What goods and services are missing? In the future steps, all these questions have to be answered strictly. Portrait defined as "goal-oriented young girls that are interested in fashion" doesn't fits for SMM needs. Definition of the target audience for woman sports goods should be:

Who: Female from 27 to 39 years old.

Geography: Prague, Prague region.

Family status: Any.

Education: Any.

Hobbies: sport, running, yoga, fitness.

Income level: Middle.

Another example could be a portrait of the target audience for the software company that is making products for financial institution:

Who: Female/male from 23 years old.

Income level: Any.

Geography: Czech Republic, Slovakia.

Profession: financial/commercial/general director, accountant, auditor.

Education: University degree in finance or business administration.

Hobbies: any.

Family status: Any.

Social media campaign could be targeted on different segments of the market. That is why for every defined segment should be made new customer portrait. The strategy should be adapted for each portrait to increase return from the campaign.

Step 2. Before start company should define key points and tasks in the face of the campaign. Which points are most relevant to business. Every further step in a campaign should be done according to predetermined points. A common mistake that was made by companies decided to go online is to do it just for the record. Alternatively, because a competitor is already online and the company wants to fulfill this point. In result of it, the internet is full of empty blogs and Instagram pages. Which is followed by the same pages without any real audience. Every marketing decision should be aimed at the certain result. It is important to understand that tasks defined for SMM-campaign should also work for global business-tasks. The main target of every business is to raise some sales. Otherwise, a task of SMM-campaign defined as raise of traffic could be reasonable only if it would be converted into customers.

Step 3. Defining of markets with the high concentration of target audience.
After defining of the target audience company needs to understand where its located. In a case of social media, a firm should choose between global players as Facebook, LiveJournal, niche areas. Also needs to mention that local places are important for desired target (blogs, forums, societies inside social networks). To define desired one, a company should use analytics of marketplaces.

Many blogs and forums have built-in statistics that could be reached through administrative pages. This data can clarify for the company what type of customer is using this marketplace, how active is he and what is he interested in. Statistics is available in societies that is placed on Facebook and vk.com. By default, this data is ready-to-use for administrators for pages, but with their approval, it could be shared with chosen user for example as part of a partnership agreement. Analysis of socio-demographic portrait of the audience is useful for companies that are providing advertising services for clients. The company could easily define the target audience and use for targeted advertising. Special functionality in Facebook and vk.com could separate users under desired parameters that were filled by the users. Through this function, company can choose the market it wants with a higher percentage of the target audience. Classic marketing in promotion is using the law of 3 touches. If a company wants the customer to remember the brand, product or event, a campaign has to stand on three piles. Three touches with a consumer. Contacts with advertising. Social media has the same effect. As many social media networks would

be involved in the promotion, as higher the chance that consumer would adopt the information. Would be closer to make a decision to buy the product (take the message that company provides). The more fields campaign has covered, the stronger association with the brand will be received. Law of three touches is standing on a principle that one platform has to cover another one. For example, in the Facebook brand has to mention Instagram page. Instagram should provide a link to YouTube blogs. Through YouTube company should redirect the customer to an official Facebook community. Information will be divided upon content. It will take users interest to brand with original content on every page that is involved. The customer can choose the way of consuming content depends on the desirable format.

Step 4. Understanding behavior of the audience.

Behavioral pattern of the online audience is more than important to understand when the client is building social media campaign. Which format of promotion, what kind of content should be predetermined before making serious steps in forcing the product to the final customer (Webster, 2002). There are three main behavioral groups of online users: passive observers, discussions participants, content generators.

Figure 1. User behavior pyramid.
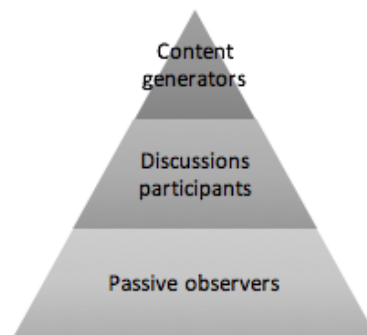
Source: Own research

The high amount of content generators could be found in topics that are connected to telecommunications (cellular, gadgets). People wants to write blogs, design posts in social media, start to chat about desired topics. In a financial field (banking, insurance, broker companies) people like to start discussions and doesn't want to generate anything. Passive observers mostly concentrated in the retail zone. People love to consume data without any visible activity at all. Depends on a group, a company could adapt content according to target and strategy. If the company chose content generators as the main sector to target on,

content should be generated accordingly. Through social media campaign should be created communities in different networks with a design that is connected to the brand and filled with content. Content that can push users to generate new content or to enlarge that is already existing. The main target at this point is to let people share their opinion. If company's audience is participants of discussions, a goal of SMM is to take part in community management. To open new topics for discussion and to give it an impulse that can force users to chat with each other. The hardest part is laying on hands of a group that will be working with passive observers. Content generators must create content and establish activities to feed their users with data. It widely believed the observers is the most useless group of content users in case of marketing tasks. This slice of silence could a generate average level of conversion with the high standard of traffic. Traffic that is easily converting into sales.

Step 5. Content strategy development.

The core of promotional campaign should be materials that will be published in social media. There is no way how to attract users with content that they are not interested in. If content is useless, there is no pictures, video or articles that could let the user stay for the second time. That is why it is highly important to have the content strategy planned in advance based on interests of the target audience.

There are five main elements of content strategy:

- Main publication topics
- Posting timing
- Publications style
- Frequency of publications
- Correlation between promo and neutral posts

The company should avoid cross-publishing of the same content in different social media. This tool is lowering efficiency of promotion and causing rejection of the audience. Every platform has its format. There are recommendations how to separate content between platforms.

Blog. Could be created on its domain or on existing one as Live Journal, WordPress. Analytical article format works properly in blogs environment. It has to be filled mostly with text. Data that is connected with the product or connected topics. The optimal size of

the subject should be from two thousand till five thousand characters. Articles with an enormous amount of letters have to be divided into multiple posts as a series. To not take a risk to lose the audience (Duermyer, 2016). Also, it is recommended to divide posts every two-three paragraphs with pictures that are connected to the topic of the article. It would help the user to avoid the feeling of the wall of data.

Vkontakte (as vk.com). This platform can be considered as a field for discussions. The company is starting the new topic or writing an article and users follows it up with the comments. Vkontakte can be used for small field-notes (up to 200 characters) or announcements in micro-blog format. It is important to mention that users of this social media is more receptive to visual content that are filled with pictures of video. It is highly recommended to fill-up all articles with a minimum of 50 percent of visual filling.

Facebook. The most optimal format for this social media is to create informative posts in the format of micro-blogs. Size should be from 300 symbols, up to 1000 symbols per post. Publication should provide relevant data to the final user and not just be the enticement. The lure that is only aimed to redirect the reader to another link (company's web-site).

Twitter. The main point of Twitter is to publish attractive advertisements that take attention of the reader with followed links. Where user can get more information (about a product of service). Post in Twitter cannot be more than 140 characters. For example, it could be new product announcements, upcoming events, new posts in the blog (Jackson, 2017). Twitter can be useful for short and practical recommendations. Short tweets that are connected with company or product, such as "You can take Pedigree Pocket with you on a walk with your small friend."

Step 6. Defining of metrics system.
To understand whether the goals set for the campaign carried out, whether the correction action needed, does the concept has been prepared correctly. It is necessary to determine the system of performance indicators (metrics) and in the process be guided by them. Defining metrics stands on the goals of the company. There are plenty of the indicators in different metrics, such as common (audience coverage, type of activity) and specific (traffic, sales, leaders of the public).

Step 7. Defining of necessary resources.

Promotion is social media requires two types of resources:

Temporary resources – as a time of company workers spent on a project.

Material resources – amounts of money spent on advertising and outsourcing.

It is important to understand in advance how many of each points company needs to be able to manage before starting a campaign. Most common outsourcing expenses: design of communities, development of applications, copywriting of articles.

Step 8. Time frames development.

Each determined event should have its timeframe. Without deadlines, the strategy could not be considered ready for implementation.

Event calendar should look like scheme wherein chronological manner can be traced chosen dates for main activities such as:

- The start of the events in chosen social media.
- Deadline for each of the activities.
- Timeframes for materials publication.
- An indication of the main metrics.

Every activity should be recorded. To let company being able to follow the plan and in a case of missing points to make execution decisions.

Step 9. Measurement of effectiveness and changes in the promotion campaign.

Social Media Marketing as every marketing instrument permanently needs optimization and in-time changes to fit changing environment. That is why periodical analyses of the campaign, achieved goals is necessary. Based on a suspension from the predetermined target company should edit existing plan to get to the desired point of the project finally. Tracking of users conversion from different resources (social networks, blogs, search engines or from context advertising) is needed to understand, which tools been successful during a campaign and which needs to be changed to satisfy requirements of the strategy. To measure returns of the usage from chosen instrument. With permanent tracking of each instrument, the company can analyze how much each earned dollar costs for the enterprise.

15 steps to start a campaign in the Social Media

1. To make a list of high priority goals which company is planning to solve through social media.

2. Determining of target audience characteristics: socio-demographical, behavioral, professional, psychological.

3. According to the indicators of the concentration of the target audience, to determine in which social media is more relevant to make promotion.

4. To create profiles or communities in social media or desired fields.

5. To find markets (communities, blogs, forums) where desired target audience already exists.

6. To determine characteristics of activity of the public, business wants on chosen field: passive observers, discussions participants, content generators.

7. To choose stylistics of the data that will be provided to the audience. Which would perfectly fit for the readers (formal, moderately informal, professional, informal.)

8. To determine which topic is taking higher attention from the audience.

9. To make a list of twenty topics that is attractive to the public.

10. To make a list of the main content vectors for the company.

11. To make a list of the first twenty articles.

12. To determine a timing of the publications for each resource that will be used.

13. To develop a metric system that would show the progress of the company in the face of predetermined goals.

14. To determine resources that would be used for campaign realization. The company should make a decision about workforces. Will company lead the campaign or give it to outsource business.

15. To count estimated budget for the campaign.

Promotion in the Facebook

Facebook today is a most popular social network in the world. It has hundreds of millions of active users, hundreds thousands company's pages and millions of the articles that is updating on a daily basis. A lot of modern social networks, such as Pinterest, Vkontakte is using standards that been created by Facebook when it starts. For a long time, Facebook

was an unpopular social network in eastern Europe countries. Where dominant positions been help by Vkontakte and Odnoklassniki through some active users. That times the main audience of Russian-speaking Facebook were users with high level of English language. Who were visiting western countries and trying to keep in touch with their English speaking friends. However, at the end of 2009 Facebook audience the eastern market started to grow and accordingly marketing campaigns found their place. Today's Facebook is a must for SMM-specialist. Eastern segment of Facebook is highly differentiating from the western ones. It is conditioned by the development mechanics, a behavior of the audience and socio-demographic characteristics of the users.

Complicated user-interface. Compared to Twitter, Instagram or Vkontakte where the interface is native, Facebook can be complicated for the new user. Vkontakte from the start was the copy of Facebook that been adapted for eastern market. Through the years both of the services has been developing differently. Facebook was aimed to provide more information and Vkontakte was focused on simplification of the user interface. SMM-company GreenPR in 2010 did research to compare the utility of each social network. Focus-group that amounted ten people without any experience in social media networks had to follow the checklist of tasks in Facebook and Vkontakte.

- Upload photo from the computer.
- Find the certain person and write him a message.
- Find specific community and join or follow it.
- Update status in micro-blog.

To make all tasks in Vkontakte for the user takes 18 minutes of focused work. To understand interface and complete all steps. In a case of Facebook, the same amount of work takes 37 minutes, and four participants of focus group were not able to finish the underlined task. The complexity of the interface is one of the major natural barriers to the wider dissemination of Facebook.

Adult and financially secure audience. Facebook on the eastern market did not become the social network for masses. The biggest segment of the users is marketers, IT-specialists, managers, people who have a lot of connections abroad. This type of audience has the higher level of income and education in comparison to the public in Vkontakte. It is important to mention that interests of a common Facebook user are differentiating from

users of vk.com and Odnoklassniki. The most successful goods and services that are promoted on Facebook is:

- Gadgets and IT-products.
- Online-services.
- Touristic services.
- B2B with the wide target audience (advertising, IT-solutions, financial services).
- Educational sphere (business education).
- Automobile industry.
- Books (business literature).
- Fashion industry.
- Movie and show-business.

The high cost of production. Some costs spent on each attracted user are greater than in other social networks. This measure is connected with the high price of advertising propositions from Facebook itself. That is why in Eastern market Facebook is playing the role of social network for image effect, but not for sales.

Branded format. One of the biggest differences from other social networks (such as Vkontakte) that Facebook is providing "positioning by brand." People like to follow communities that are connected to some brands. Neither vk.com users used to follow not biased communities. The sharp increase of Russian-speaking segment of Facebook and quality of its audience is making this social network a lure for marketers. That is why Facebook and Vkontakte is a must for today's promotion campaign.

Establishing and promotion of community

People of Facebook is highly active users that are participating in the life of communities. Users chat and spread of information is the main motive for curators of groups. Fuel for generation of unique content. Establishing and progression of an own community for the company is one of the most competent mechanics of promotion in social media.

Step 1. Defining format of a community.
There are two possible ways how to manage the community on Facebook.

Brand page. Type of the community where the main message is provided via microblog with interactive bookmarks. Communication is mostly one-sided.

Interactive group. Type of the community where every participant can post information and other users is taking part in the discussion.

The main trend for commercial structures is showing that optimal decision is a Brand page. By default, all users that are participating in the group is receiving messages when information was added to the community. Brand page format is reasonable when users are waiting for news from the brand, and it has its value (Roshnee Ramsaran-Fowdar, 2013). Educational projects, political parties should use an interactive type of communities. Where discussion is a top of the mountain. Moreover, participants are looking for dispute.

Step 2. The positioning of a community.

Community positioning in a Facebook can be defined through brand, assortment or interest. As mentioned above, users of this social media are following community when its branded. When this brand is already known for users. In some cases, users are associating under communities such as "Salmon lovers." Where ideology of the group is related to positioning through interest. The common user may not know that the owner of community is Norway Royal Salmon ASA. Group has been one of the popular communities on Facebook. Where each publication is followed with a high attention of the audience. With the high rate of comments and share of information among the social network.

However, still in Facebook dominant positions were held by pages with positioning by brand.

One of the examples is food delivery service in the Czech Republic as DameJidlo.cz. It is important that information that is published on this type of pages not only connected with the brand and what it provides but also materials that could be interested in the community in common. For example, in DameJidlo community user can find information about new restaurants that were added into a delivery chain. However, also there are many articles about how to live a healthy life or new trends in modern bakeries. This way of manage copywriting resources could deal with anti-advert filters inside people minds and raise the interest of users to the page. Users would know that information provided by the community could be relevant and exciting.

Step 3. Facebook community page design.

Landing in the process of designing community page is playing a significant role. As mentioned before, a user-friendly interface has to be made concerning user. Behavioral patterns of the people in social networks differs. It is connected with web interfaces and practical side of the network. The importance of the design of the page is also significant due to a higher quality of the audience of Facebook. The design of the community in Facebook is named "Timeline" and looks like a user profile. Where the main part is playing microblog as a dynamic element and static elements has a secondary role.

Figure 2. Community page cover.
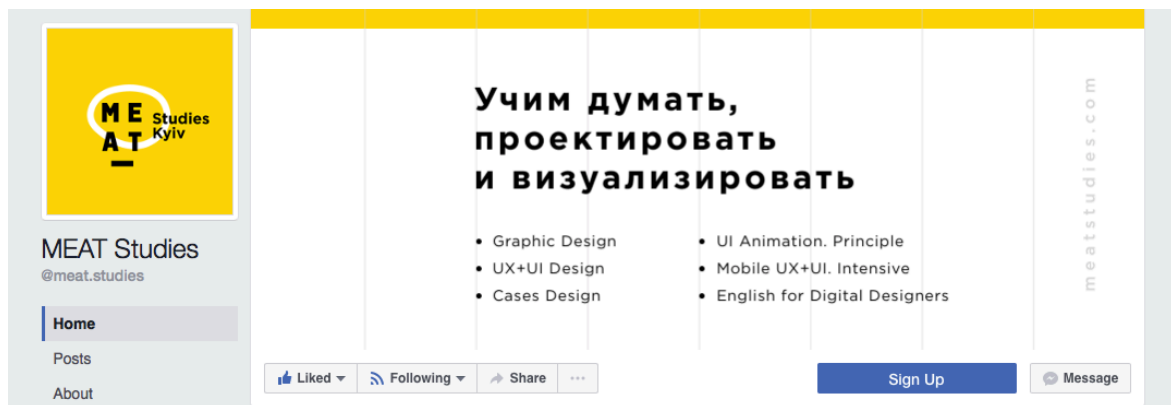
Source: Facebook.com,2017

On the top of every community page, there is a cover – large photo that fills up the whole top of the page. The main goal of it is to create the image of the company, brand atmosphere on the community page. The cover could be filled with the brand logo, with the use of brand symbolic, photos of goods or with a team photo. There are regulations from the side of Facebook about the usage of page cover. It is prohibited to draw on the cover calls for action:

- Sign up for updates, follow community page.
- To push Like or Share.
- To leave comments below or to participate in competition

Also, it is prohibited to add point marks on a cover that is targeted on buttons (Like button). The community could be banned if administration of page is not following the rules.

Avatar and information.

Avatar of the page has to be 180 x 180 pixels that are showing a logo of the brand. Information tab is providing detailed data about an organization to the user; there can be a

short text about company and link on website. Also could be added contacts, routes or useful information, such as mission or business details.

Microblog

This format of publishing has no restrictions about a size of the message. A user with only one click can share this message with the audience or show contentment via tapping Like button. The user can publish text, photos, videos and also links on another web page. Every post could be commented by every user. Communication between administration and users is going through comments below the post. Curators of a community have to pay high attention to comments, being ready to answer questions or to regulate conflicts (Hsu, 2010).

Figure 3. Example of the promoted post.

Source: Facebook.com,2017

Facebook is providing to communities' ability to lock publications for seven days on the top of the community. Every new post will be published on it. This tool is used in communities to create a static element to fix semantic accents. Locked publication is used for different purposes:

- Common company information.
- Information about essential goods or services or top sellers.
- List of most interesting publications in Facebook or on connected websites (Instagram, Twitter).
- Information about competition or special promotion that has been made by the community.

- Company news digest.

- Links on different social networks of the enterprise ("Three touches").

- Guidelines about products (can be provided as a video).

- A promotional movie about the company.

Significant publications in the timeline are folding through the Facebook engine to let it visually fit other publications. However, there is an option to unfold publication, to highlight it in user's eyes. Needs to mention that this option is only available only on a page of the community (community's timeline).

Most engaging content that could be provided to community users can be divided into this groups:

Master-class. The audience in Facebook is showing the high level of interest to learning materials.

It could be provided via video or photo materials, as practical recommendations.

Expert consultations. Users are preparing questions that are related to the topic on the page and receiving the answer from company's expert. This tool can create an image of the expert in the eyes of the customers.

Figure 4. Example of the call-to-action post.

Source: Facebook.com, 2017

Call-to-action posts. Information about new goods or services, sales promotions and every publication that can indirectly stimulate the audience to make targeted transactions could be classified as call-to-action posts. Also here could be added a call to put the comment

below if a customer wants to buy anything. Sometimes this tool can generate over 100 comments from people who wants to make the purchase.

Informative posts. These messages are focusing on the aspect of the good or service. Provided information can create an understanding of the product and raise its value in the eyes of the final consumer. This tool can push user closer to make a purchase decision.

Common-information publications. There are no mentions of an exact product (it could be mentioned indirectly). The main idea of this publications is to talk about related topics. Publications like this have to be present to dilute commercial part and to keep the interest of the users. To provide additional value to a user. Recommended proportion between commercial and non-commercial publications is correlating between 60 to 40 percent.

User feedback. The Facebook audience has its particular interest in reading feedback from the goods or services that have been bought from the company. Community administration should highlight this mentions and show it to the audience. This tool is commonly used in the sphere of Social Media Marketing and has two side effect. The administration is collecting positive feedbacks that are generating new purchases. Users can find additional value in unknown goods or solve hesitation questions before purchase.

Thematic photo or video content. When users are in love with visual content. Experience is showing that 20 percent of the content has to contain photos and videos to attract users. Interactive posts. Publications where the company is providing competition among users to get prizes for participation (as a discount) or winners. Also, it could be flash mob or quiz for participants.

An example of strategical planning in the Facebook

As an example for promotion planning will be taken a page of the big bank.

- Goals: increase of awareness of the target audience about banking products (credits, deposits), to increase customer's confidence in the bank.
- Mechanics of determining the usage of the content: analyzing the feedback from the target audience on different content; analyze the content of another field with the high concentration of the target audience; the track of the interests and trends of the target audience.
- Publication frequency: banking sector does not require numerous publications, 1 or 2 daily is enough.

- Type of the content: published materials has to be diverse and include text, photos, video materials and links related to the content.

Figure 5. Content ratio.
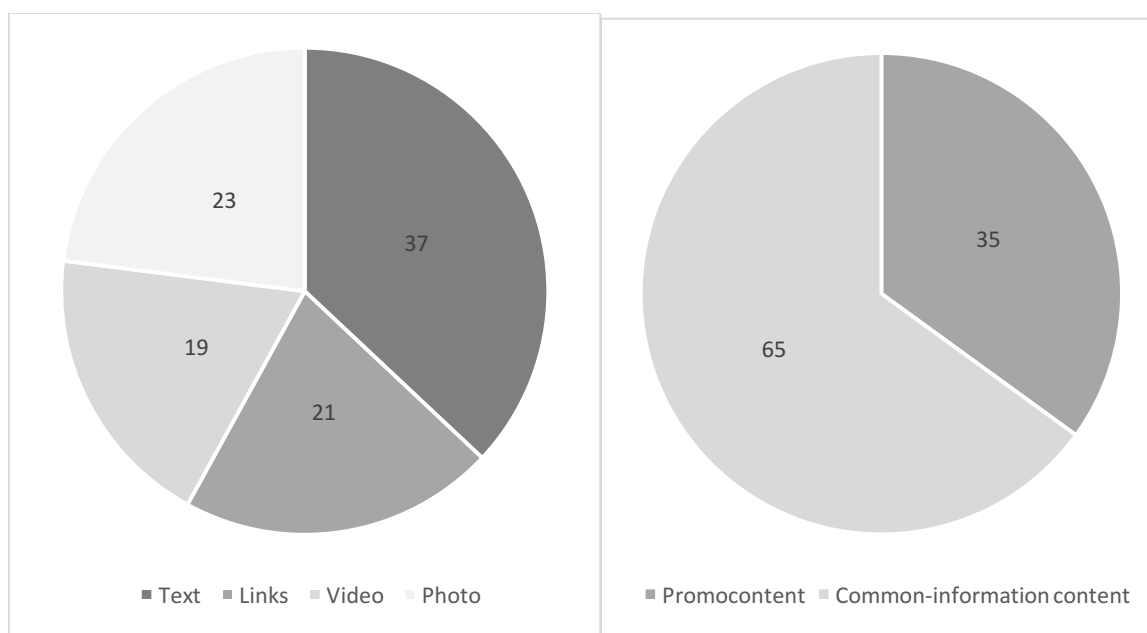
Mechanics of determining the usage of the content should be:

Product explanation. Most selling category of posts. Followed with information about the product, usage principles, utilization advantages.

Consulting operations. Interactive format between users and administration. Participants are asking questions, and bank specialist is providing relevant data to participants. These issues can provoke users to a dialog. Able to generate interesting content.

Cases and feedbacks. This format is highly significant for the financial market. It has an ability to trigger "social proof." It is important to see, for potential clients, that another client already entrusted their funds to the bank. Moreover, received expected results. All cases that been provided to the audience should be real. Otherwise, it could cause reputational loss.

Internal mechanics of the bank. Most of the people tend to not believe in "box of Pandora." Consumers want to know how the system that they believe in is working. That why it is important from the side of a service provider to explain how internal mechanics is moving and working. How deposits could generate profit. How mortgaging could help young families. How money is secured under the banking system.

Special offers for community followers. It is important to create special offers when only followers that would buy one of the product would be able to get the special offer from the brand. Alternatively, to get a bonus regarding a higher level of service.

Common information. The bank can provide advice about investments, finance management of time management.

Infographics. Financial information submitted as graphics that would be interesting for service users.

Funny photo or video content. Administration of the community has to be very careful with this type of the content. Because it could negatively affect permutation of the bank. "People do not buy from clowns" Claude C. Hopkins ("Claude C. Hopkins Quotes", 2014). Some publications with humor content should not exceed one per week.

Page Tabs

When the user is opening community page, he sees microblog by default. Microblog that is filled with disposable content. When the publication was posted, users is becoming active readers of content for next few hours. However, then it is moving to archive and disappearing from visual horizons of the network. Facebook is providing an ability for community administration to fix relevant content and let users see it when they are entering community page. This tool is called page tabs – integrated into the page interface functional applications.

Figure 6. Page Tabs in the Facebook.
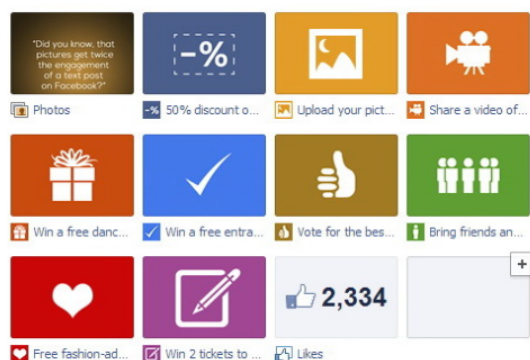
Source: Facebook.com, 2017

The community can put twelve tabs on the page maximum. It is important to mention that users that would enter the community can see only top 4 page tabs. The administration has to decide which tabs to put on the visual part, to put the higher priority on it, other eight

will become visual for the user only after clicking unfold the tabs. Buttons functionality can differ due to preferences of administration.

- Interactive Welcome button – tab that contains main information about community.
- Additional information – corresponding data about services, products (can be followed with links on a home web-site for traffic generation).
- Flash mobs and competitions.
- Video material from YouTube page of the brand, photos from Flickr or Instagram.
- Link to related material from side resources.
- Internet shop where a user can make purchases online.
- Sales coupons.
- Event announcements.
- Feedback form, contact information.

Page Tabs has large varieties of usage. It has an ability to help with the creation of loyal customer base, traffic generating. There are two methods of Tabs creation.

Manual. This way could be costly for the company and requires additional tech skills. Facebook is providing guides for developers how to create tabs and implement it to the community.

With the help of side services that is providing patterns to use. The Community can take any pattern or set-up its own via web-form (Tabmaker Timeline, DIY Timeline App builder).

Needs to mention that Facebook is providing privacy section also for communities. Where administration can hide tabs from non-followers of the page. This way is showing to loyal subscribers that announcements or content that shown in Tabs is specific and could be important for the user. Through privacy settings, page curators can get the conversion from viewers to followers and then users of service.

Step 4. Facebook page promotion.

Community page promotion right from the creation of the page is a common mistake in a social media networks. This move is highly ineffective due to the fact that blank page could not attract users. The company should check, before starting promotion campaign, does all the steps made:

- The design of avatar and cover.
- "About" should be filled with information about the company.

- Microblog has to be fulfilled with the minimum of 15 publications. That is divided on promotional content, common information content, photo and video content.
- Publications have to be planned for the upcoming month.
- Most important publication with most relevant information has to be locked on the top of the community page.
- Prepared/developed Page Tabs.

Email base convert

Facebook has its unique tool that is provided to community page owners. This method is available only on Facebook. The tool is working with already existing email bases. List of addresses that were collected before, when users had any connection with the company. Types of base:

- Existing client base.
- Mailing subscribers base.
- Online forms.
- Forms that been filled on company's events.

Administrator panel of the community has a form where curator can upload database (up to 5000 email addresses). After file had been uploaded, script, that was developed by Facebook engineers is starting to analyze data. It is looking for already existing in Facebook users and sending emails to them with a proposal to Follow community page. This process could be infinite until the community has data to upload. This method is perfectly fitting to companies that have big customers base, growing PR-policy and clients that are interested in a product line. This instrument is providing an ability for businesses that is looking for "easy-start" in social media networks. In a short-term period after the launch of the the campaign, the company can gain hundreds of followers. To give a life to the community. The importance of this tool is based on the fact that users, that would receive an invite, already know the brand and has positive feelings towards it. Participant is becoming a brand lawyer that is sharing experience and importance of it to the audience, newcomers.

One of the ways how to use mentioned method - is to raise of an efficiency of the corporate newsletter. One of the key problems on newsletter – is a low percentage of people who received the message. Different people has different behavioral patterns in the case of companies emails. People are differentiating on active email user or that one who

would like to receive SMS-notifications. Alternatively, to use just social networks. Email base convert can find the new way of contact with the users, way that is more preferable. Email base convert has a key point. Users of emails from the base have to have an experience with the brand or at least to know it. If the base has been collected randomly – it will not give any positive effect. Secondly – it could be perceived as spam activity. Which entails a negative perception of the brand. This tool could be effective only in case of warm contacts, which has been received apart from Facebook. Moreover, will convert them to the community page.

Integration with external websites

Facebook is providing users and communities with own widgets to install them on a corporate internet site, internet-shop or any other web resource. Through this button, a user can get to community page or follow community updates via clicking "Like." A most useful place for button location is to set it with photos. In this case, people can see how many users like this content. This information is playing a psychological role of "social proof." When the user is tracking an amount of people who already liked this page, he automatically gets the motivation to make the same decision. Facebook widget engine is using social tricks. It is showing friends' avatars who already the following community. This trick is to strengthen desire of user through "social proof."

Contextual advertising

Every social network was created to generate profit for its owners in a long-term perspective. One of the tools for monetization is contextual advertising. When a user is clicking on advert – he is getting rerouted to a website or community page in social media. This type of publicity can raise an amount of target audience to the community. Needs to mention that amount of tools for targeting is differs from one social network to another. This fact could be explained through a community that is using desired social network. For example, Facebook users tend to cover personal information; otherwise, vk.com audience is more opened. That is preferable for marketers. This fact eases targeting settings. Facebook user paid less attention to own profile and concentrated on a timeline.

Key points for targeting:

- Geotargeting (country, region, city, language).
- Education and work field.
- Age, family, gender.
- Interests and followed pages.

Facebook has a setting to show chosen advert only to people who is following community page. This tool works as attention recipient on loyal followers that is pointing on special offers.

There are two ways in pricing policy. Pay per click or pay per show. The first policy is showing higher efficiency. It is giving more possibilities for budget optimization. Every index as click or follower is calculated according to targeting settings. Moreover, some clicks on the advertising. Facebook is providing statistics to business users and communities about an audience, its involvement, "Like" sources. Through data analysis company can find optimal parameters for contextual advertising. Business can find lower costs per click and followers with the usage of different settings for targeted adverts as a test.

Sponsored Stories

One of the popular methods of promotion on Facebook – is Sponsored Stories. When some of the users are performing activity connected to the brand (check-in in store or restaurant), it displays as a short post in the timeline. Post design contains all Likes and comments to this post and ability to follow the page. This tool can raise the conversion of users through accent on social proof. The timeline is showing to a user the message where his friends already been used services or bought goods from the brand. It significantly increases the degree of confidence and interest in the company. Sponsored stories have the same price policy and targeting settings as contextual advertising.

Promoted post

Whenever a user is posting publication in the timeline, it should appear in the feed of his friends, but it does not. The Facebook engine has its algorithm that is building a timeline of interest of each user and showing posts according to interest, not by the time of publishing.

The algorithm is based on factors below:

- How user has been interacting before with posts of this author. If there have been any reactions, it increases the chance that publications appear again in the feed from the same author.

- How the user is interacting with the different type of publications. The engine is analyzing interactions with text, photos, and links. It is counting user preferences and providing users with appropriate data in the feed.

- Does user receive complaints about his publications. There is complaint tracker built-in in a Facebook engine that is not publishing user posts if he has a complaint about previous ones.

- How other users is reacting on user's publications. If the post is receiving a high amount of likes and comments under it is increasing fast, it is growing chances that post would appear in the feed of friends.

The increase of the audience and its involvement has to be gradual. Any activity on a page should be planned and growing softly. To let timeline readers gradually receive provided data. It could be done through interviews, asking questions in comments – to comments. Average coverage of any post in a non-business page is 15-30% from some followers. Usage of Promoted Posts is an able increase this percentage. Page administrator could choose which post should reach the higher amount of users. It could be done by selecting special option – "promote this post." (Brittany, 2013). Pricing varied according to some followers and counted individually. The user can affect pricing through changing percentage of the audience that would see the post in their timeline.

Other aspects of Facebook promotion

Promotion of community in Facebook using publishing of advertising in other communities, with the high amount of followers, isn't working because a large percentage of communities has a commercial message. It becomes useless for this community to lose in sales and promoting competitors. Facebook has its unwritten rule that community is becoming mature when it has more than 1000 followers. Groups are gaining the first audience from the email base that they were receiving with offline activities ("Facebook Marketing Tools", 2015). Contextual advertising is also playing the significant role in building mature community. Natural growth of followers can be done with the help of already existing users that are sharing publications in their timeline or with the aid of

opinion leaders that is mentioning community in their publications. Search field itself is not working on Facebook to increase community growth. The user can find community only in case if the name of the community was written fully. Users of Facebook almost not using search field, compared to other networks inhabitants.

Methods of promotion provided below could be considered as "gray" or "black" tools of promotion. These methods would be perceived by the user as a dirty tool so it would harm company reputation.

- Spam in private messages. When the community, manually or with the usage of bots, sending requests to like the desired page.

- Usage of bot machines. There is bot-market in Facebook, user pages that were created synthetically. The purpose of its use is to join the community to create visual masses of community participants, to make fake popularity. Bots can be used by agencies in an inappropriate manner to show fake results of their job.

- Spam in communities. When a bot is posting in communities with a clear timeline or writing in comments to publications of communities. Needs to mention that on Facebook takes place self-moderation of user activities. The user can choose which message he think could be spam. With many user-reactions about spam, the message becomes blocked, and the moderator is making an evaluation of this message.

- User tags. This tool is working on the photo or video tags on content that has promotional message or promotion could be placed in comments with provided the link to content. When some of the users become tagged, he receives notifications about activity and every comment that been posted below this content. Some of the irritated users eating this hook and follow the link.

- Promotional publications on pages of popular users. Paid posting on popular pages could be ineffective and harm the reputation of the company. Harmful effects of this promotion could be found in both types of publications: with direct promotion or indirect. The Facebook audience can be triggered when it founds indirect advertising and becomes angry.

The Facebook administration is tracking all publications that made by users. It gives particular attention to promotions and users that were tagged as spam or has a bad reputation among users. From the start of an existence of Facebook, its administration was building a strong model of advertising. That is training its users to see only "white"

technics of advertising. Any type of "black" activity would be followed by sanctions from the side of Facebook administration. So community moderators should think twice before the launch of promo campaign.

Special offers

Facebook is providing different tools to communities for promotions of their goods and services. One of the instruments is called "system of offers," that has been used by companies actively to forced stimulation of sales. Offer in a context of Facebook means that company has to provide real benefit to the consumer as price reductions, bonuses or hidden content.

This tool after its development has become popular in the hands of companies. However, one of the first businesses that started to use this tool was service Gett Taxi in Moscow (Telegram,2017). Service was offering taxi services for customers with an ability to make an offer for a cab from the smartphone. Official community in facebook.com has published offer to users of the community. Company's goal was to stimulate users to install an application on their devices. The publication was followed by a link to coupon with the price reduction of 6$ for the first ride. The user was able to enter the coupon code into the application and get a free ride if the price were lower than 6$.

The promotion had its results:

- 100 000 users get their coupon.
- 738 users have installed the application on their devices.
- 562 users have used a coupon with the special offer.

Gett Taxi has reached the goal in some users that installed the application. However, also received a spread of promotional materials in a Russian-speaking segment. If the company wants real numbers through the spread of offer in social media:

- The special offer should be relevant to the broad audience of users.
- Implementation of the offer should be easy to a customer.
- The community has to create eye-catching advertising with appropriate graphical elements.
- The message should be followed by tutorials of implementation of a special offer.
- The special offer should be supported with marketing tools (as contextual advertising with the link to offer).

Ten main points to start a campaign on the Facebook

1. The company should create community page.
2. Fill community with the avatar and background picture.
3. Fill up information "about us."
4. Create community tabs.
5. To post the minimum of 10 publications in the blog.
6. To choose a setting for contextual advertising.
7. To start promotion campaign.
8. To choose publication for "promoted posts."
9. To work under raise of conversion rate.
10. To work with the statistics.

SMM in messengers

A Worldwide audience of the messengers reached point 5.6 billion users in 2016 (Smith, 2016). Messengers from their start being tools for a chat. Today's trends show that messengers become self-regulated platforms for communication between companies and consumers. Promotion on each platform differs and requires its strategy.

Viber

Penetration of this messenger is huge in Ukraine. The application was installed on 65% of devices running Android operation system ("Viber – most popular messenger in Ukraine", 2016).

Public-chats. Publications in this tool look like the timeline on any social network that been published by administration of the community. Followers of public chats could like posts and contact managers through an open link. Media is using this tool for daily distribution of the content. This tool is actively used by popular media as BBC News, The Washington Post. Companies were using chats not only for publications but also for promotions or competitions to engage their followers. This tool could be utilized by media and businesses that have projects connected to the content – blogs, social media pages. Lifehacker.ru is using Viber public chats as a tool for promotion (Facebook, 2017). On

their official page in the messenger, they are publishing popular materials from their website. Percentage of people who is clicking on the provided link is very low. However, the amount of traffic from this type of platform is showing success. Viber has no analytics to measure user amounts and to get information about users. Users love to take part in quizzes. Via this tool public chat can collect data about its subscribers.

Public-accounts. Accounts that been confirmed by Viber administration as official pages of the companies where users can chat with the brand representatives. Tinkoff Bank is using public chat as a tool for a customer support. Users can share their location, send messages, stickers to explain their problem to the manager. This tool could be used via companies with high user amounts – as retail stores, shoe/clothing stores, banking, groceries stores.

Sticker packs. One of the most popular features of the messengers is sticker packs. Any company could use this tool and create its sticker pack. This tool has pretty simple mechanics. The user is adding sticker-pack on his page and could use it for his purpose, but instead of it user becomes subscribed to the public page or public chat. High-quality sticker pack is increasing awareness of the brand. This tool could be used by any type of the company.

Distribution accounts. This tool has a lot in common with SMS-distribution, but Viber is providing additional features like pictures, links, and button-blocks. Banking sector could use this tool with a distribution of the information about new holdings bonuses or about new credit lines with button "Get more information." Text on the button is customizable. The tool could be used for big chain retailers or banking sector.

Regular accounts. The tool could be used for a small companies with small budget. Food delivery services could provide information to their users through Viber messages about the price reduction on food menus. This tool does not require any additional spending but could perceive as spam by the user due to a non-confirmed page from Viber administration.

Telegram

Telegram is not such a popular chat application as Viber on the Ukrainian market, but the core of this application is solvent users (Panfilov, 2016). Users that are young and living in cities with a population of one million inhabitants. A Telegram has five main trends for promotion.

Bots. It is small application inside the engine of the messenger's app, that is answering on commands of the user. The scope of the usage of the bots can vary due to a purpose of the developer of the bot. The company could create a bot that is sending information about weather forecasts, price reductions or exchange rates. Ukrainian companies are using chatbots in Telegram for customer support. "Nova Poshta" is using their bot to talk with the clients. This tool could be utilized by companies with differentiated customer support and innovator companies.

Channels. This tool in Telegram has a lot in common with Viber tools, but with some differences. Without proper integration of the bot, users would not be able to post feedback about the publication to the administrator. The publisher can choose to notify the user about a post or not. Telegram users that are using channels do not like to be distracted by notifications. The publisher could post to channel any type of data as text, pictures, location, files. Channels could be used for promotion of media resources for media companies or content projects.

Group-chats. In the chat, users can talk to each other on chosen topic, but it could be under control. Chat could be used as a side project of media agency to let readers on channel talk about posted news or spread information that been forwarded by users. Moderator should underline behavioral rules for users before entering the chat.

Sticker-packs. Telegram stickers have the same value for users as Viber stickers. Unlike to Viber, it does not force customers to join channels. This tool could be used to raise awareness to the brand. Could be utilized by any company.

Regular accounts. This accounts has been created by regular users and could be used to share information among contacts list. This accounts has not been verified by Telegram

administration and could be perceived as spam by another user. This activity could harm company's reputation.

Facebook messenger

Facebook is the most popular social network in the world. Through the years its became second popular network in Ukraine, right after vk.com. Facebook has main to platforms that are working simultaneously: the main application that is showing timeline and following "Messenger" through which user is making all correspondence.

Bots. Facebook is also following trends in social media and using bots in their messenger. It has the same abilities as Telegram or Viber bots, but with the one difference. It can make payments through it. From user to the community. With the use of messenger, the user can order a pizza or a taxi, only thing he needs is to find appropriate bot or text "Uber" in the chat and messenger would provide suggestion to the user. This feature is still developing and only working in USA and Canada.

Advertising on the main page. On the 25th of January Facebook has started to test advertising on the main page of the messenger. The user would see banners that would be landed on the list of favorite contacts as a "carousel." Banner would contain picture, text and the link. Facebook has chosen Australia and Thailand for the first countries where they are testing this feature. Facebook did not provide official dates when it comes to European countries, but developers should start to think, will it help to attract their target audience? The audience of messengers is growing rapidly (5.6 billion users in 2016). Developers of different platforms are providing different tools for companies to make advertisements in messengers. The company should decide on which platform they can find their target audience and through which tools it's better to attract new users for their services. To achieve predetermined goals, as the amount of sales or raise of awareness of the brand.

The impact of social networks and the Big Data

The world economy and world politics are developing over the years. Every social and cultural aspect could influence it and leave their stamps. Stamps that can significantly change the game from the accepted standards to the new way of thinking. According to an article in Swiss Magazine, "Das Magazin" companies could find their solutions to situations that never before were solved the way of analytics of Big Data. Data that is

showing the power of Social Media in today's world ("Ich habe nur gezeigt, dass es die Bombe gibt", 2016).

Big Data – all actions that user made on the internet or "Offline" has its numerical trace. Everything is collected: payment via credit card, Google search, a short walk with a smartphone in the pocket even every Like in social media. Collected data has been used only for advertising purposes (Schwartz, et al., 2015). To adjust users timeline according to information that user has been searching for the search machines. When the consumer is looking for "How to decrease blood pressure level," his timeline is providing him advertising with heart pills. The world's media has shown what does Big Data means and how it could be used. Big Data were standing behind election campaign for Trump and were supporting Brexit. This information was collected, organized and transformed into an ultimate tool with the hands of the company Cambridge Analytica and its director – Alexander Nix.

The campaign for research of Big Data begins in 2014 at the Cambridge University. With the research of prof. Kosinski about psychometrics. Psychometrics (psychography) – science that tries to measure human personality (Kosinski, 2014). Today's psychology has its standard, named "Oceans method" (OCEAN is an anagram of five measures of humans personality). This specification was found in 1980 by Ernest Tupes and Raymond Christal, where five dimensions were able to describe the human personality and psyche. Big Five factors have been defined as openness to experience (how persona is ready for new information), conscientiousness (how much person is a perfectionist), extraversion (relations with society), agreeableness (how friendly is a person) and neuroticism (how easy person is ruffle) (Goldberg, 1990). Through the analysis of an individual with this measures, the scientist could easily define a type of the individual. His desires and fears. How he will behave. There was a problem in collecting data. To analyze the person, he needs to fill a questioner to provide information. However, people starts to use the internet in 90's. In 2010th people found their interest in Facebook. Kosinski found his interest in Facebook users.

Michal Kosinski – student from Poland that in 2008 started to study at Cambridge University. He began his research in Cavendish laboratory, first laboratory in the world that makes an analysis of psychometrics. With the help of colleagues, he developed an application for Facebook – "My personality." (Kosinski & Stillwell, 2015). The user had to answer a large list of questions (Are you able to criticize people around you? Are you easy to ruffle?), then he receiving "personal portrait" with an explanation of his strengths and weaknesses. Developers were receiving personal data of users from the test. The goal of this research was to receive data from 100 participants maximum, but in one year they had more than one million of answers. Strategical plan for research team started with the online test. Then scientists are analyzing personal values of inhabitant, likes, and shares of articles from the Facebook page. Gender, age, and place of residence.

A simple analysis was providing unexpected findings (Kosinski & Stillwella, 2012). Analysis has shown that if the male were following Mac (cosmetics brand) official page – there is 93% chance that he is homosexual. If a male is following Wu-Tang Clan (hip-hop band from New York) – he is 98% heterosexual. Lady Gaga fans are more extroverts, but respondents who "likes" articles about philosophy is introverts. In 2012 Department of Kosinski has shown that analysis of 68 likes if Facebook is enough to understand skin color of the participant (with 95% probability), homosexuality (with 88% probability), loyalty to the Democratic or the Republicans Party (with 85% probability). Data has been providing answers about the family status of the participant, whether the member's parents divorced before 18 years old or not. The mechanism was so good that it was able to predict answers of the user to some questions.

After analysis of 10 likes mechanism was able to know a person better than colleagues, after 70 likes – better than a friend, after 150 likes – better than parents, after 300 likes – better than a partner. As more data has been collected about a person, as better mechanism knows this person. Sometimes it was able to know participant better than participant knows himself. When Kosinski has published an article about his research, he received two calls: complaint and job offer. Both calls were made from the Facebook.

After this article, Facebook has changed privacy settings for users. Now users can set privacy for every post: as open and private. Only users from friends list can see the publication. During research of Kosinski, he was asking permission for personal data from

users; modern applications are asking the user for access to data automatically when the user is installing the application.

Kosinski has found that research could be done not only with the help of application and analytics of Likes. Scientists could evaluate the users by the avatar, uploaded photos according to Big Five measures (McCrae & John, 1992). Some friends could show user extrovert or not. Data could be collected even offline. Smartphones motion sensor can show does user swinging his arms during the speech or not. How far the user is riding (connected to emotional stability). Kosinski has mentioned, that smartphone is a great offline questionnaire that users are filling without additional effort. Collected information that appears in the hands of scientists could be transformed in user portrait. Moreover, depends on purpose client could choose what kind of portrait he needs. Kosinski has found a search engine for people. He started to understand the potential and the danger of his work. Moreover, to realize that somebody could use his research to manipulate people. He began to mark all his publications with warning signs. "May threaten the well-being, freedom and even the lives of individuals."

In 2014 young assistant of Kosinski has received a request from an anonymous company about his methodology. His name was Alexander Kohan. The company wanted to make psychometrical analytics of 10 millions of Facebook users from the United States of America. When he saw the paycheck for his job, he firstly agreed. His institute could receive great investments with the help of his job. However, then he started to delay the contract. He found that client was Strategic Communications Laboratories, which were managing election campaigns with the help of marketing, psychology, and logic. In 2016 this company was highlighted in "Panama documents" and WikiLeaks. It was responsible for crises in many developing countries. Was helping NATO to develop methods of psychological manipulations under Afghanistan inhabitants. One of the daughter companies of SCL was Cambridge Analytica. The company that was supporting Brexit and Trump. That times Kosinski did not know this fact. He found that Alexander Kohan created a small business to cooperate with SCL. Kohan has copied the work of Kosinski and sold it to SCL's engineers. Inside the Institute has started the conflict, the establishment was afraid for its reputation. Kohan has moved to Singapore. Kosinski began to work at Stanford University. In 2015 leader of Brexit supporters Nigel Farage has stated

that he began to cooperate with the company that specialized on Big Data – Cambridge Analytica. The key weapon of the company was "micromarketing" – tool that stands on OCEAN methodology. Kosinski's fears became real; his methods were used in the big political game.

On September of 2016 was a global economic forum - Concordia. One of the main speakers at the forum was Alexander Nix, CEO of Cambridge Analytica ("Alexander Nix", 2017). Nix was talking about the influence of psychometrics in election campaigns. How it was made before, how campaign marketers were dividing people into common groups and sending the different message to them. All women have received one message, because of the gender, all Afro-Americans receiving the same message, because of the race. This is how Clintons campaign were made, through dividing people into homogenous groups. Cambridge Analytica has developed a new model that were able to make a behavioral portrait of any citizen of the United States. Marketing success of Cambridge Analytica was standing on three pillars. Psychological Analysis that is standing on the OCEAN model, analytics of Big Data and targeted advertising. Advertising that is personalized for any user. The company was collecting personal information from different resources: bonus programs, yellow pages, club cards, subscription programs, medical information. In the United States any company could buy any personal information, it is not prohibited. The procedure was identical to Kosinski research. Cambridge Analytica was using IQ-tests and applications on Facebook to received data from users. Alexander Nix has shown an example how Ted Cruze (that was supported by CA) won primaries in Iowa state. He started to filter citizens of Iowa by different parameters as Republicans, gender, age. In the end, the audience has seen only one man and his information: age, location, interests, political preferences. It was a vivid example how targeted advertising should be built.

The contradictory nature of Donald Trump, his lack of principles and dozens of blaming messages has suddenly played into his hands. Each voter had its message. "Trump is a constant iterative process whereby he experiments with pushing the conversation this way or that, and he sees how the crowd responds. If they like it, he goes there. If they do not respond, he never goes there again, because he does not want to be boring" – Kathy O'Neil (O'neil, 2016). On a day of third debates between Trump and Clinton, his company has sent more than 175 thousand different messages through social networks (Facebook

mostly). The difference between messages was in small details. To psychologically perfectly fits desired users mindset. Topic and main text, background color, usage of pictures and video in the posts. Differentiation in a message was able to get feedback from the smallest groups of society. They sent a post to Little Haiti district of Miami, about the failure of the Clinton Foundation to participate in the liquidation of consequences of the earthquake in Haiti. To dissuade residents to give their votes to Clinton. It was one of the targets of his campaign: not to let Clinton's electorate to vote for her. Trumps Facebook campaign was supported by promoted posts. All publications were deeply filtered with targeting tools, to give message directly to a person, not a group. For example, Afro-Americans has seen in their feed videos, where Clinton was comparing them with predators.

Cambridge Analytica was making offline activities for Trump volunteers. They have developed an application for mobile devices, where volunteer could enter the home address and received information about people who is living there. Political preferences, behavioral portraits of inhabitants. Standing on this information, they were modifying their speech and then writing feedback back to the application. The company has chosen 32 main psychos in United States citizens, concentrated only in 17 states. Kosinski has found that male Mac cosmetics followers are likely to be homosexual, then Cambridge Analytica has proved, that fans of American cars are potential supporters of Trump. Among other things, these discoveries have helped Trump to understand what message he has to use in different states. The decision under his election headquarters to focus in last weeks in Michigan and Wisconsin was made by data analysis.

Facebook has become a perfect weapon in an election campaign. Kosinski has created a different set of test after Trump's victory that is showing that psychological targeting in advertising is raising a number of clicks by 60%. The probability that after seeing personalized ads people will move to action has increased by 1400%. Big Data analytics has started from an individual who wanted to warn society about this danger. "There is no fault of mine. I did not build a bomb; I just showed that they exist" – Michal Kosinski (csef.ru, 2016).

Instagram promotion

Instagram is a platform that is connecting more than 300 hundred millions of users on a daily basis. Users that wants to share their photos, videos, and stories with other users. It is one of the most actively growing social networks for business. The popularity of the social media is rapidly increasing comparing with other platforms. Instagram is the most visual network that allows posting only pictures and videos. Content that has the higher level of mind consumption corresponding to text publications. Instagram is the trendiest network that allows uploading posts only through mobile devices from the office, on the go. That perfectly fits life of the modern man who lives at a frantic pace. That is generating direct conversion.

Today's business needs Instagram. According to data of Pew Research Center, 17% of social media users under 18 years' old is checking their timeline on a daily basis. The core audience of the Instagram is young people from 18 to 29 years old. Generation of the millennials that is making purchase decisions under the influence of the social media platforms. The dominance of the visual content is attracting females to this social media. 54% of the audience is female users. 57% of Instagram users is checking their accounts on a daily basis. 35% of users is doing that multiple times a day (thinkdigitalfirst.com, 2017).

Step 1. Creation of the account and registration

From the start of this social network, there was only one possibility how to manage the profile – through a mobile device or from the emulator of the smartphone on the desktop. Today, a user can join Instagram from any operation system. Any account could be connected to the device, Facebook account, and email. The connection of the account to the email could help with recovery of the account and lower risk of being banned. Registration could be completed though the application that was previously downloaded on the device or through desktop version on Instagram.com. Instagram is providing the option to the user to join the network through the Facebook account with one step.
Every network has its rules and Instagram is the one in the list. From 2013 its introduced its standards and limits for different user actions. Norms and limits have been introduced to defend regular users from active commercial accounts and users with spam messages.

Actual limits:

- Likes – not more than 60 likes per hour.
- Comments – not more than 60 comments per hour.
- Follow and unfollow – not more than 60 per hour.

Instagram is summing up all user activities. If the commercial account needs to make all three types of action, it needs to divide it equally to have in sum 60 activities per hour. Before the start of Instagram integration, a company needs to understand which type of account it would choose. To make account successful through following the desired strategy and fill it with content according to desired way.

Types of Instagram accounts:

- Personal pages.
- Bloggers.
- Thematic communities.
- The Internet and offline stores.
- Business accounts (restaurants, manufactories, touristic agencies).
- Brand accounts.
- Celebrity accounts.
- Bots.
- Video accounts.

Needs to mention that for administration all types of accounts are equal and during the registration, there are no points to choose the kind of the account. This "account masks" has appeared during the time of existence of Instagram. Rules and limitations are working on any account from regular to celebrity. Everybody is equal.

Account design.

The audience of the Instagram is very sensitive to the visual content. When the user is firstly coming to the company's page he needs an immediate answer on question – what did company propose? The design of the account stands on the three most important pillars.

Avatar. It should provide the answer, what is in the primary role of the page. If its personal account, blog or page of celebrity as a brand – page moderator should pick a

photo of the person for the avatar. If an account has been created to generate sales – should be selected the brand logo or photo of the good or service. It needs to represent the whole account without additional request. To be easily found during the search.

Account name. Name of the account – it is a brand. As simple it is – the easier it will be remembered by the customer. The easier it will be found in the search field. Personal accounts and blogs where a brand is a person should be named with name and surname. Local store or service – has to contain location and provided service in a name. The size of the name is restricted to 30 symbols and should provide to the user message that account gives to the user.

Description. Short review, up to 150 symbols, about the account. Page administrator should provide to main user benefits of this account to make him stay on the page. It has to contain information about the value of the account, contact information with address and phone number and call to action. Could be followed by the additional message about special offers or price reductions. Name and description are perceived by the user as advertising. 180 symbols have to show additional value for new users of the good or service.

Posting design.

Instagram publications consist of two main parts: text and visual content (as photo or video). Depends on the type of the account publisher has to make a priority to desired content. Bloggers are using a picture as the additional illustration to large text. In the sales accounts, top priority stands on the selling film, where the text is providing additional information with an explanation about the product. Content is dividing into three main groups:

Informative content – publication that is delivering information to the users about good or service. Information about the brand. Product line. Pricing. Points of sale. Value for the customer.

Fun content – publication that is making user smile, stimulating to leave comments under the post and share the post. It could be pictures or video, small comics or joke written on the picture.

Call-to-action content - publications that are stimulating the user to make a purchase. This type of post has to be followed with the call to action, as "click here to get sale voucher" or "you can order just by click on the link in profile info."

Also, it is possible to find the mix of the groups. Informative-call-to-action post could explain how to use the product in video or description to the picture. Publication should be followed with information how to order the product. Fun-call-to-action post contains a joke with selling information (video from the water park with kids with information how to get there in the description.) When a company is making the Instagram promotion, it should follow the content strategy. 40% of content has to be informative, 30% under fun content and call-to-action content have not been higher than 30% to not being perceived as only selling page by users.

High-quality content is a mix of different ingredients. Every promotion has to be planned, so moderator of the page has to make a scenario or strategical plan to push his project forward (Shannon Gausepohl, 2017). Page promo stays on five important rules:

- Kitchen – to tell the audience about daily work. If its personal account, through page user could explain his daily routine or business. To show details and interesting information about the life with appropriate language for the audience. If a page is managed by the worker of HR department, it could tell tips for interview. Flower studio could tell what kind of flowers should be chosen for the different occasion. Every job has its secrets. Secrets that could be shared among subscribers.

- Part of humanity – people, comes to people. The user could share his happiness or sadness with the followers. What disturbs him, what disturbs business. This trick can generate feedback from the followers and raise audience activity. Instagram its community of feelers, where people wants to see and share their emotions.

- Explain the rules – Moderator has to explain to the public how to contact him. This information could be provided in the first comment or on page information. The user could type on a photo or highlight it in the comment that followers could order a service or good by click on the link. People love predictable and straightforward things.

- Be open – all potential clients in Instagram is people (B2C). Business isn't looking for the contract with manufactories in this network. Page has to show sincere manners towards the followers. Every user has to be in easy touch with another.

- To not leave any doubts – page moderator has to be prepared that follower couldn't be 100% sure about services provided by page. That's why all content has to show honesty and professionalism. The page could tell information about company clients and their cases to show experience. The company should work with

emotions and information. Analysis of this information would show what content became call-to-action content.

Description to the photo.

The text is playing a significant role in the Instagram publications as well as pictures. As already mentioned that publications are divided on visual and informative. Depends on what message company wants to send to the audience it has to allocate roles for the content. Informative post with a significant amount of text has to be followed with a natural picture that does not delivers any message. Instagram has its limitations for symbol amount in the photo description. The maximum is 2200 symbols per post, with the optimal size of the post – 800 symbols. The Instagram account has to send to the user not only visual content but also useful information. It is better to combine all type for content. When user saw too many informative posts, he becomes overdosed with data. So the page is losing clients attention – losing the potential consumer. The perfect formula for publications is to post 2-3 visual publications where the picture is playing a central role. Visual publications have to be followed with one informative to make content useful for the desired client (Mangold, 2009). Call-to-action content is not only photos and the description below the picture. The text has to trigger a desire to comment publication, to create selling discussion under the post. Every question has to be answered by the moderator of the page, not to leave followers with their questions. The content provider is playing a role as expert or brand lawyer in the eyes of the clients.

Video content.

Instagram is providing ability to the users to publish video content from 3 to 60 seconds per publication. Priority in the content coverage in Instagram belongs to the video content. Below the video, any user could see some views of the video and the amount of likes. This data could provide small content analytics to the user. Big correlation between the amount of views and likes is showing that provided content was not attractive to the followers, so the company has to prepare better content to the audience.

Photo content.

Instagram is a network for users who prefer visual content. Professional content has its style, so account in this network does not have to be the warehouse for different photos. The content provider has to follow one style in photography to have visual tags in the minds of the consumers. It has to follow one color scheme or filter. If an account is

providing textual content, it should use its style and font to be identified without reading of additional info about the page.

Step 2. Sales and promotion

Till the 15th of March 2016 Instagram feed were using common ranging in the feed. A user who was published last – was on the top of the timeline. After this date, Instagram has changed the engine of the feed. A user who opens application today could see most interesting publications on the top. The mechanism is using the same engine as Facebook. It analyses feedback from the audience to the post: an amount of likes, comments, and views. As many social signals engine takes, as higher it would be held in the timeline. This engine is pushing content providers to make content with higher quality than before. Instagram is a must have tool for business that has products or services that it wants to show up. From the small shops to retail chains. Instagram is created to provide visual content, so the population is mostly female users (Herring, 2015). This social network would be useless for the B2B sector of business as manufactories, wholesalers and construction materials (Siamagka, 2011).

 Promotion stands on content generation if a business has nothing to show, it should better choose promotion through search engine optimization.

Instagram promotion stands on several steps and includes a complex of activities: target audience and competitors research, the creation of unique market proposition and account positioning. Advertising campaigns and attraction of leaders of choice.

- The competitor's research: company needs to know its competitors. What tools they are using, how they are positioning themselves on this platform. It is better to analyze most popular publications to know, what could attract potential customers, what tools to use or what to generate new (Lipika, 2011).

- Differentiation from the competitors: to understand own strengths, how the company could attract the client. Standing on this points company should make content and advertising strategy (Kaifu & Miklos, 2012).

- To understand target audience: what kind of publications is interesting for customers, who is desired audience and at what time did customers is getting online (young mothers is using network mostly during lunch and at night when kids are sleeping) (Pradiptarini, 2011).

- Creation of content strategy: to understand the main message what company would deliver to the audience, to not overdose followers with call-to-action posts and not being the only page with entertaining content (Kilgour, 2015).
- To understand publication style: the company needs to create its style of visual content and message that it delivers. Style of the content is standing in the audience and should be correlated with what is interesting to the public.

Promotion strategy is the first point company needs to think about when it chose this platform for development. The company needs to understand its targets in Instagram: to create a new image for the company or to improve already existent. To generate sales or to collect client's feedback for product improvement. Before the start company needs to make a draft plan for publications that could be changed depends on changes on the market. Well known tool for business promotion is the creation of topics inside the account. For example, to publish every Wednesday post about the company and every Friday about the clients.

Hashtags. It is a keyword that is playing a role of a hyperlink with # before the word. Any word could be hashtag with added symbol - #. Through clicking on the tagged word user can see all the publications that were marked with the desired hashtag. With a use of hashtags page is able:

- Increase reach of the audience.
- Increase brand awareness.
- Get additional attention to the event or trend.
- To mark topics of published content, navigation inside the account.
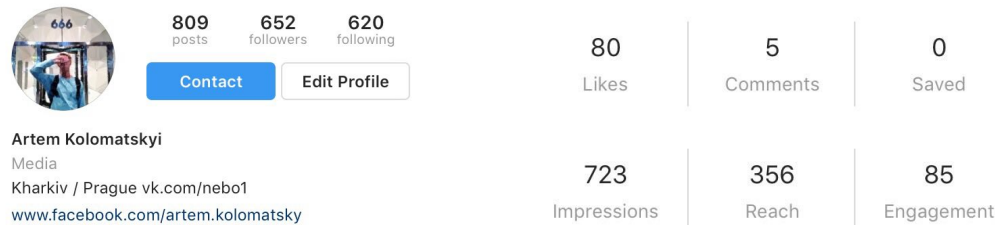- Usage in gamification (marathons, competition, feedbacks).

Business-profiles. From the summer of 2016 Instagram invented business-profiles inside the network. It gives new abilities to users of the service:

- "Contact" button that is located near subscribe button. To provide to followers ability for easy touch.
- Tagged page with a category of business.
- Detailed statistics of the audience and publications.
- Additional advertising abilities.

Change of the account type to business is providing an ability to add the location of the office, phone number, and email. Change is going through connection with an official page from the Facebook. The Instagram page is getting the own tag (media, service, product)

from the detailed information on Facebook. Moderator of the page becomes able to track views(impressions) for the whole account and each publication. Audience reach and engagement of the public. Most valuable information for the company that is using Instagram to get traffic for their web page is amounts of click on the internet page.

Figure 7. Instagram account design and statistics on page.

809 posts	652 followers	620 following

Contact   Edit Profile

80 Likes	5 Comments	0 Saved

Artem Kolomatskyi
Media
Kharkiv / Prague vk.com/nebo1
www.facebook.com/artem.kolomatsky

723 Impressions	356 Reach	85 Engagement

Source: Instagram application for iOS, 2017

The user becomes able to see the statistics only for publications that were published after a change of the account type. Analysis of Instagram analytics could provide useful information for the company. Perfect correlation is happening with connection amounts of clicks on the site and amount of sales. Page management could be able to understand what kind of content becomes selling for the audience and what publications does not have any influence on the consumer. Doesn't wakes desire to contact reseller and buy the good.

Promotion tools. Through the years of existence of the Instagram this social network has identified nine main vectors of promotion:

- Content and dialog with the audience.
- Geo-tagging.
- Mass-following and mass-liking.
- Time management for posting.
- Gamification – competitions, marathons, flash mobs.
- Partnership with bloggers.
- Mutual PR, feedback with a mentioning.
- Advertising.
- Cross-posting.

Content and dialog with the audience. Instagram is the social network which unites people who love visual content. As a more interesting content company is providing, as a much loyal audience it has. Creative ideas, the concept of the brand and stylish delivery of the content – this three points is working for the company's popularity in the Instagram.

Every publication has to be followed by the definition text below publication. To not let the account be the only gallery of interesting pictures. The publication has to contain message inside itself. Today's Instagram has a trend targeted on "humanity." To eliminate pages ruled by bots through blind posting and making network as a warehouse of advertisements. The description below the photo has to motivate followed to make a dialog. Trigger user for a dispute. Every user comment has to be answered with the main accent on negative comments. Deleting of comments could create chain reaction from the users and vision that company wants to mute the voice of the audience.

Geo-tagging. Each publication has to contain geotag with information where this photo has been made. This strategy is very effective for local companies with a variety of offline stores. Geotag is connecting publication with chosen point, coordinate on the city map. When a user is looking for publications from the desired area, he would find tagged publication and receive a message from the company.

Mass-following and mass-liking. This tool is working from the start of the social network. This tool is making an imitation of the normal user's behavior when he is interested in somebody's profile. Like of certain amount of posts and follow the user. From the side of the company, the tool has a strategy. To follow the pages of the potential partners or clients, to find, through the hashtags or location, relevant profiles, leave comments and to like photos. The market has adapted this tool for company's usage with the creation of special services. The company could set up desired parameters: city, gender, interests, followers of the competitors. This service is making activities from the name of the page according to the algorithm. Commenting, liking, following.

Figure 8. Instagram followers hourly activity.
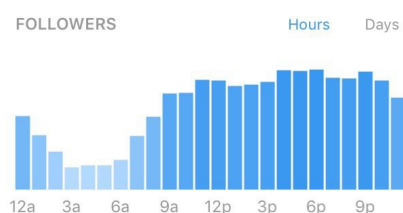
Source: Instagram application for iOS, 2017

Time management for posting. Timing is one of the most valuable tools for promotion. Life of the Instagram publication takes 4 hours in common. Then it disappears in the feed under other publications. Instagram analytics could provide the user of the business account with information about a time when users are most active for chosen day. Posting

in this period would get highest audience reach. Every publication is getting 46% of the comments and likes during the first hour. There is no sense to publish content in a period less than 4 hours between publications. The user would perceive this move as spam.

Cross-posting. When the company is just entering Instagram for their promotion, but already have an account on YouTube or Facebook with some audience, it could be useful to get first followers. The user that already knows the brand and ready to follow it on the new platform. This tool also could be used when one of the users is promoting company page to the followers, making a share of the audience.

Gamification. Usage of the competitions, promotions, flash mobs as tools for audience engagement. Marathons – used by bloggers that are giving a task to the public, participation sometimes has a price. Users are sharing their results in profiles with a hashtag in the comments. A user who has achieved the goal is receiving the prize, a benefit for the organization is an advertisement. Flash mobs – has the same mechanics as a marathon, has wider coverage due to free participation.

Partnership with bloggers. This type of the agreement it beneficial for both sides: blogger is receiving his profit, the company is promoting their product to the target audience. The company has to choose a person with the same target audience and make partnership about a type of the advertising: one post, series of the publications. Instagram users already have mind-filter for straight advertising, so it is better to use tactics, as used on TV – product placement.

Advertising. Targeted advertising in Instagram has different settings where the company could make advert suitable for desired audience. Settings has to be done through Facebook account that should be connected with Instagram page. After creation of the official Company page in fb.com, user becomes able to enter advertising cabinet to set up promotion strategy for Instagram.

Stories. Instagram has integrated this feature on the 2nd of August 2016. It gives ability to user to publish pictures, photos and videos that would disappear in 24 hours after posting. Feature has added tools as: stickers, emoji, text and filters that user could use to redesign story. User is able to see new stories on the top of his timeline, before all publications. This tool is actively used today by business. To deliver content through different ways that platform provides.

Figure 9. Instagram stories.
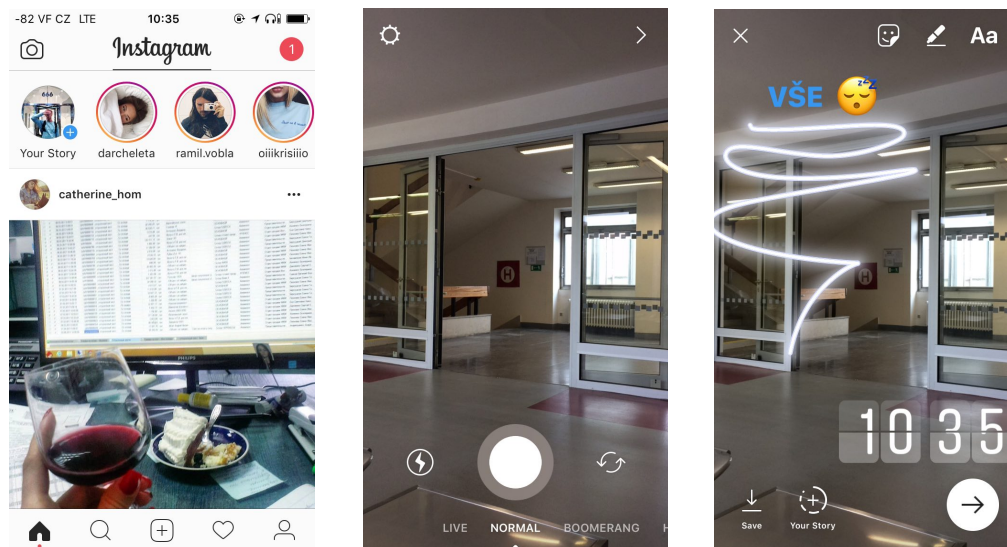
Stories are available for every user of the network. Also, it has targeting features, where the user could choose from the list of followers, who would see the story. It could be used in marathons and flash mobs to give message only to winners or participants of activity.

How to use Stories for business purposes:

- To greet the followers (helps to raise loyalty of customers).
- To tell about the special offer that is available only 24 hours.
- To show new product or concept.
- History of the product or backstage of production.
- Small interviews or feedbacks from the customers.
- Tell engaging stories in the form of comics or series of videos.
- Make daily videos with advice.
- To use stories as a supporting tool for main promotion campaigns in the timeline.

Postponed posting. When the company is planning promotion campaign on different platforms, it is better to use services for postponed posting. It is a publication of the material in chosen period on desired platforms automatically. An example of use: when the company is planning to publish content for one month daily, every morning and already has a content plan. Alternatively, when a group is targeted on the audience that located in different time zone.

Live videos. One of the main trends in social media marketing, that main player on the market is following (fb.com, Instagram.com, twitter.com), is an integration of ability for users for live streaming of video content. From the side of Instagram integration happened in the autumn of 2016. The platform has delivered this tool to a user as an essential feature that is standing near stories. The user could find when somebody, from the following users, is streaming on the top of the timeline besides the story. Live video icon became pulsing so that user could differentiate it from the story. This ability could be used for different purposes of business as a backstage of production, interview with founders or live from the events. To make streaming successful, a company needs to follow the plan for this type of communication with the audience:

- The company should make an announcement in the main profile in Instagram as a story or regular publication about topic and timing. This information would provide additional value to followers.

- Be consistent. To make lives on the regular basis – systematically. The company should provide information about schedule and timing of lives to an audience. The company needs to follow activity schedule that provided via Instagram statistics. To receive maximum coverage of the public.

- To involve the audience who came to see broadcast: to ask questions, encourage people to the dialogue. To avoid pauses on the broadcasts, an audience could feel loose of the attention to it.

- To call for the feedback. Feedback could be provided through comments and likes. Feedback from the audience should be shown for every reason. When they agree, when they like it, when things need to be explained. This process is making a connection between speaker and user.

- Broadcasts have an ability to lock comment on the top. Comment should provide relevant information about the event or message that should be delivered during event

- To not be static. The speaker should deliver emotions to a listener, besides the main message. Monotonous speech leads to decrease of viewers' amount.

- Timeframes for broadcast is one hour long. Optimum timing is 15-20 minutes per live. Timing depends on from ability of the speaker to deliver interesting information to the viewer and hold the attention of the audience.

- If the promotion has a plan for series of short broadcasts, it needs to illuminate the topic of next one. Puzzles are attractive for people. If the broadcast is targeted to raise a number of sales, it should be finished with the call to action.

As every promotional tool that is used in marketing, Instagram needs strategical thinking and planning before the start of the campaign. Consistent publishing of quality content and engagement of the audience is giving its benefits on this platform. A platform that could support business as a tool for brand building. However, also could play a role of the free platform for sales.

Chapter 2. Implementation of new trends in social media marketing on the company's promotion campaign

When the company is planning to go on the market, it follows marketing mix concept. One of the most changing parts of the marketing mix today is a promotion. Through last decade it has changed. The peak of outdoor and indoor advertising has passed and gave its positions to internet promotion. Today's social media had a strong position and considered as a free market that could survive by itself.

The aim of the current thesis is to show the use of the social media for educational services promotion. The ability of the online tools to support the promotion of the activity on the domestic market. Research is standing on analytics of data provided by internal tools for analysis given by Facebook and Instagram. Time frames for analysis are period of five months. Starting from October until March. The research was standing on the promotion of the company Meat Studies. Located in Kyiv as a part of company Meat Agency. Meat Studies is a school of design that is providing lessons for people who wants to be a professional designer or to find new inspirations for design projects. Courses are aimed to teach designers to think creatively from the start of the project until final presentation. Curators of the courses are giving lessons in four main disciplines: graphic design, UX+UI design, English for UX/UI designers, UI Animation principles. Meat Studies was created as a part of Meat Agency. Has been opened in autumn 2016.

UI as user interface – its combination of methods through which user is interacting with machines, tools, and equipment. The definition could be connected to computer programs

to help a user to manipulate with engineering. User interfaces that used in daily life: TV set menu that is manipulated with the remote controller; display + set of buttons and switches. UX as user experience – it is a combination of experience and feedback that users are receiving while using interface. Would it be easy for the user to interact through the interface?

To understand the influence of the social media on the promotion of the business and benefits that it could provide has been decided to use quantitative research method. The methodology would be standing on analysis of secondary data that has been collected via internal tools. To get a closer view on the chosen topic and to make right decisions about the influence of the internet mechanics. Analytics has been provided by Facebook internal statistics for communities.

Quantitative research method – is emphasizing objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Secondary data – it is data that was collected by someone than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

Analysis of the competitors

When the newly established company is entering already existing segment on the market, it should make an analysis of the competitors. This type of the research would help the company to differentiate itself from other businesses. The comparison could be useful to make managerial and marketing decisions. Analytics of the pages in social media is giving a picture to the company about tools that were used by competitors and what type of the feedback was received through comments and reaction of users. Through the analysis of the pricing policy of the competitors – business can build a better strategy to be able to compete on the market.

The market of services in the field of UX / UI design school in Ukraine is tiny. The research is showing that only three design schools are showing success in the niche market:

- Kyiv Academy of Media Arts – KAMA
  (https://www.facebook.com/KyivAcademyofMediaArts/).
- School of visual communication (https://www.facebook.com/SVCKiev/).
- Projector School & Co-working (https://www.facebook.com/prjctrcomua/)

Each of the companies is working in Kyiv and targeted on the same field – people from 17-45 who is interested in UX / UI design. The table below is showing a comparison between schools mentioned above in the Facebook and price for the basic course of UX / UI class.

Table 1: The comparison of the competitors by price, amount of followers and likes.

	KAMA	SVC	Projector
Page likes.	29641	10309	12151
Page Follows.	29285	10112	12391
Price for UX/UI class.(in $)	517	456	443

Source: Community pages of chosen competitors | Facebook.com, 2017.

Data analysis of the information above is showing that there is a correlation between the Facebook audience of the company and its pricing strategy. Information about total costs spent on Facebook promotion for the listed enterprises is not available for the public. Through the data enumerated in the table, companies are showing the importance of the Facebook as a tool for promotion. As mentioned in theoretical part that the audience in Facebook is highly responsive to the content that communities are posting. There is a direct proportion to the amount of the assets (as time, money) invested in the promotion and the feedback received from the users (as likes, follows.) This proportion is giving businesses a reason how to build pricing strategy for the services. The pricing strategy has to cover expenses on the promotion. The example of the KAMA school is showing that the price of 517 dollars per course is fully justified by the assets spent on the advancement of the Facebook community.

Analysis of the Facebook promotion in the period October – December 2016

The practical part of the thesis is the research that contains the main type of the analysis – as quantitative studies. Information received through quantitative analysis should help to understand how implemented strategy for promotion campaign would help to attract new students. To make a plan for a new campaign or to make changes in existing one. The findings in the quantitative analysis should help to understand the aim of the paid promotion. Its ability to attract new clients and students. How company's reputation could be built with the aid of social media.

After establish of the company Meat Studies on the base of Meat Agency it required a promotion to attract new clients. As mentioned before – the aim of the group is to provide lessons to students about communication in a digital environment with potential customers. Due to the high penetration of social media services to a target audience, a leadership of the company has decided to use modern tools of promotion to get the maximum reach to the target audience. Offline tools, as the promotion in magazines and outdoor advertising, were rejected. The price tag for these instruments of promotion is very high so that company could not afford such investments right from the start.

Social media networks are giving new companies the ability to promote themselves to the broad audience with the minimum marketing capital. This is the reason why Meat Studies has chosen Facebook as the main field for student's attraction and Instagram as a platform to build company's image. Target for the company in the period after establishing was predefined as intensive internet promotion, without financial investments. The goal of internet campaign was to get 2000 of the Facebook page likes in the first two months, until 1st of December.

Before the official establishing of the Meat Studies as an independent company, Meat Agency in the period June 2016 – October 2016 has been making free-of-charge events:

- Master-classes
- Public lectures
- Trainings

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The events that are listed above were made by the workers of the Meat Agency on the topics connected with graphic and web design. Listed events were the part of the strategical plan for collecting the base of emails from people who came to the event. At the end of the five-month period company had a base of 3500 emails. This data were used in the internal Facebook tool that is explained in theoretical part of the thesis as email base convert. This tool gave the ability to the upcoming company to invite people that were participating activities connected with design. The outcome of this move was unexpected – right before the creation of the community at the end of September 2016, the count of the Facebook likes was 998. This number could be measured as the successful start for the new company on the Facebook.

In a period from October until December 2016 the company has started to publish in the Facebook information about upcoming courses and classes as call-to-action posts. The timeline has been mixed with the useful posts about graphic design and cases that have been resolved by the teachers of the Meat Studies. The lectors of the company have been sharing these publications in the Facebook to their friend list. The aim of this move was to get word of mouth. To get the maximum spread of information with the zero level of investments in a promotion. Administration of the Facebook community was targeted on the generation of the content that would be reposted in users timeline. The content was targeted at the audience that is connected with graphic design. Every Wednesday moderator was posting job boards: list of the job positions that would be interested in the users of the community. This tool had a big spread in a targeted audience and was playing its significant role of sharing information about new design school in Kyiv.

The first wave of students was full of the relatives of Meat Studies workers. The people who were taking the classes. However, after graduation, there was no reason for these people to use services back in the school. Management of the company was waiting for higher interest to the classes from the Facebook promotion. New decisions had to be made. From the start of the November, the school has begun with offline activities to attract new students. The idea was to make workshops and lectures to the audience on a weekly basis. Offline activities were free of charge with a limited amount of seats. Featured lecturers were giving speeches on topics connected with UX/UI design of online and offline services. Name for this type of meeting were chosen with the connection to the school

name – "ME AT TALKS." Online promotion has to work with offline activities simultaneously. This cooperation is giving its benefits to the business.

Outcomes of the Facebook promotion in period October – December 2016.

Table 2: The new students and followers during October – November.

	October 2016	November 2016
Amount of students	8	18
Amount of new page followers	32	25

Source: Community page information tab of Meat.Studies | Facebook.com. 2017.

Promotion campaign in the Facebook of the company Meat Studies had its targets of getting two thousands of page like until December. The aim of the campaign was to use only internal services of the social media, without investments in the advertising. The primary target of the promotion was to attract new students to the school. The secondary objective was to build advertising campaign on the share of voice and offline activities.

Figure 10. Total Page Likes statistics for the community.

Source: Facebook.com, 2017

With the help of email base convert community gets its first thousands of page likes at the beginning of the period. Management of the company has overestimated the power of the share of voice on the Facebook. Collected data is showing that online activities that were made in the social media did not bring expected results.

Figure 11. Total post reach showed in community statistics.
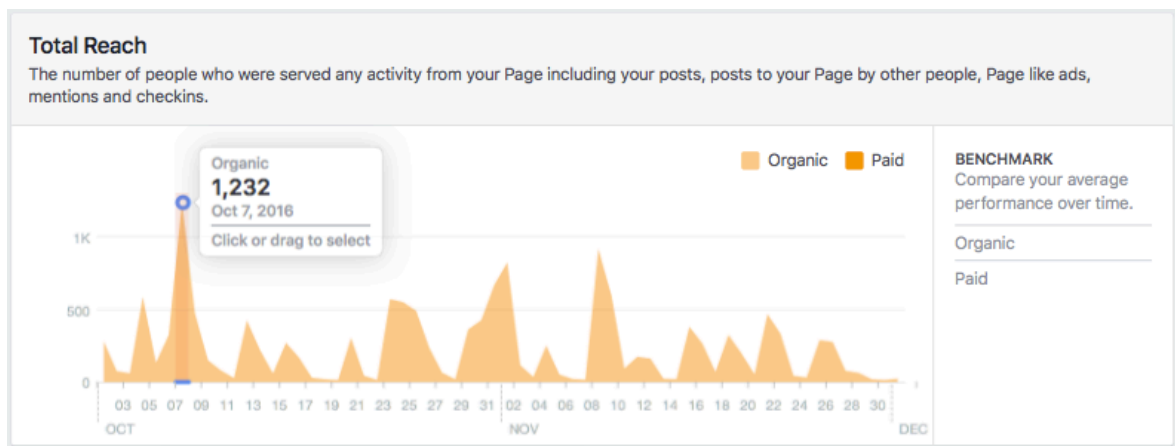
Source: Facebook.com, 2017

The goal was not achieved. The community has received only 57 likes on its page. The school has opened its doors for 26 students. The picture below is showing how the frequency of the posting is affecting the interest of the audience. The graph is showing that in October 2016 each post was attracting two likes on a page average and in November this number has dropped to one like on the page per post.

The data is showing that new company could use free services provided by the social media to attract new customers.

This tool of promotion would help to develop the company, but it would not show significant changes in early periods. When company avoids investments on advertising, it could affect returns of investments.

Depends on the size of the business it has to invest into marketing, in a case of online advertising – company should start to pay for the advertising on the platform that has been chosen. Otherwise, as shown in the graph above, the company would face stagnation of the promotion campaign.

Analysis of the promotion in the period December 2016 – March 2017

Meat Studies in two months after establishing became a fully independent company. In the December 2016 company has changed its location from small office to the big open-space territory. The new place was giving new abilities for the business as:

• More places to take classes for students, where different groups can take classes simultaneously on separated study fields.

- Big areas for co-working. Meat Studies has started to provide places to work for freelancers. The people who are potential students of the school.
- Hall for the lectures that could be used for the meetings. Such as ME AT TALKS.

**Figure 12. Net amount of likes for the community in chosen period.**
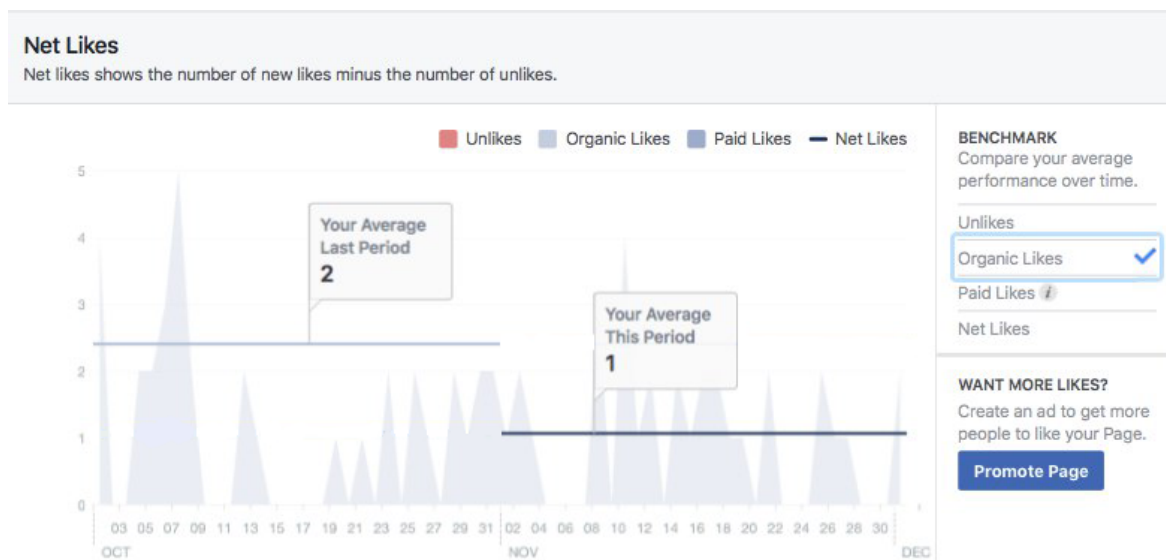
Source: Facebook.com, 2017

Deep analysis of the results from the previous period has shown to the management that company needs to invest into marketing. That company could not attract new students without the help of the paid promotion.

During previous two months company has been testing targeting tools for the Facebook promotion. The best targeting option, that shown results was to aim at people who is living in Kyiv + 50 kilometers around the city. The best aging group in case of the school is the customer in the age group 17 – 45 years old. Targeting strategy was built on the analysis of the student groups who were participating classes and users of the community Meat Studies. The company has chosen the strategy of the community for the upcoming period until March 2017 – to get three thousand likes on a page with the use of the Facebook advertising. The company has found a correlation between a number of page likes and growing amount of students. A secondary objective was to build the brand image with video content in the Facebook and with the help of the Instagram page for the company.

The development company has started from the promotion of the new website for the school.

Figure 13. Data about post for community administrators.
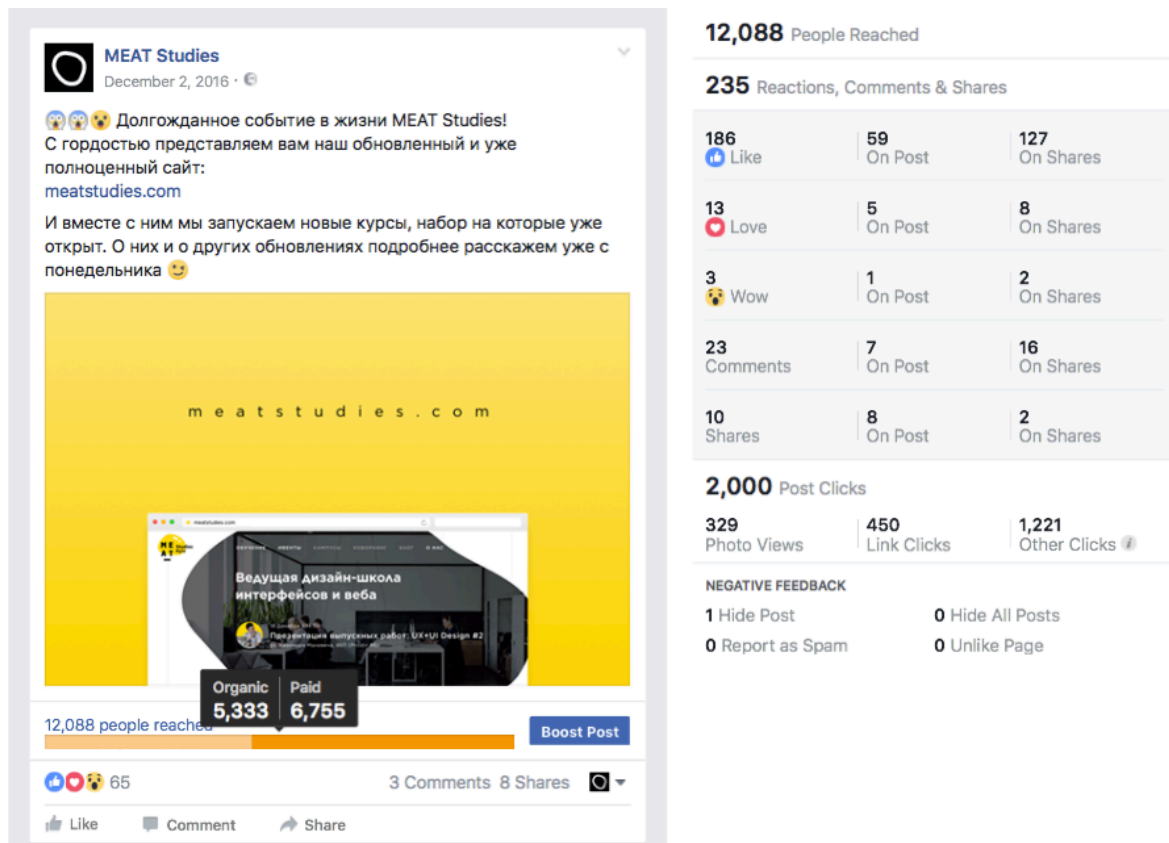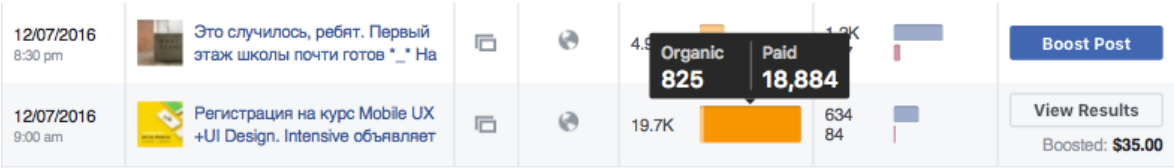

Source:Facebook.com, 2017

As a promotional tool in the social network has been chosen promoted post. This tool is giving the ability to an advertiser to spread the post in the timelines of the selected target audience. In the advertising cabinet administrator of the community is setting up the new campaign with adjustments for the target audience and pricing policy: pay per click or pay per view. For the post above – has been chosen pay per click due to specific of the promotion. The company's target was to spread the information about the new website and to generate traffic on it.

Post promotion had success and had been showing that investments in the Facebook promotion have its power. The cost for the click has been set to 0,010745 $. With the total reach of 12088 people, 6755 of them were covered with the help of advertising. The website received its traffic, and new 450 potential students were able to find upcoming courses in the schedule. The total price for the site promotion was 5,48$.

The management of the Meat Studies has continued with the promotion of the upcoming courses.

As may be seen, funds invested in the promotion of the post about the course, which is provided by the school, has reached organically 825 users of the Facebook. The price for the whole course for one person about UX+UI is 500$. Investments in advertising in the amount of 35$ per 18884 users, which have received the message that can make one of the users to come to the school are entirely justified.

Figure 14. List of the promotional campaigns of the communtiy and data that it is showing.

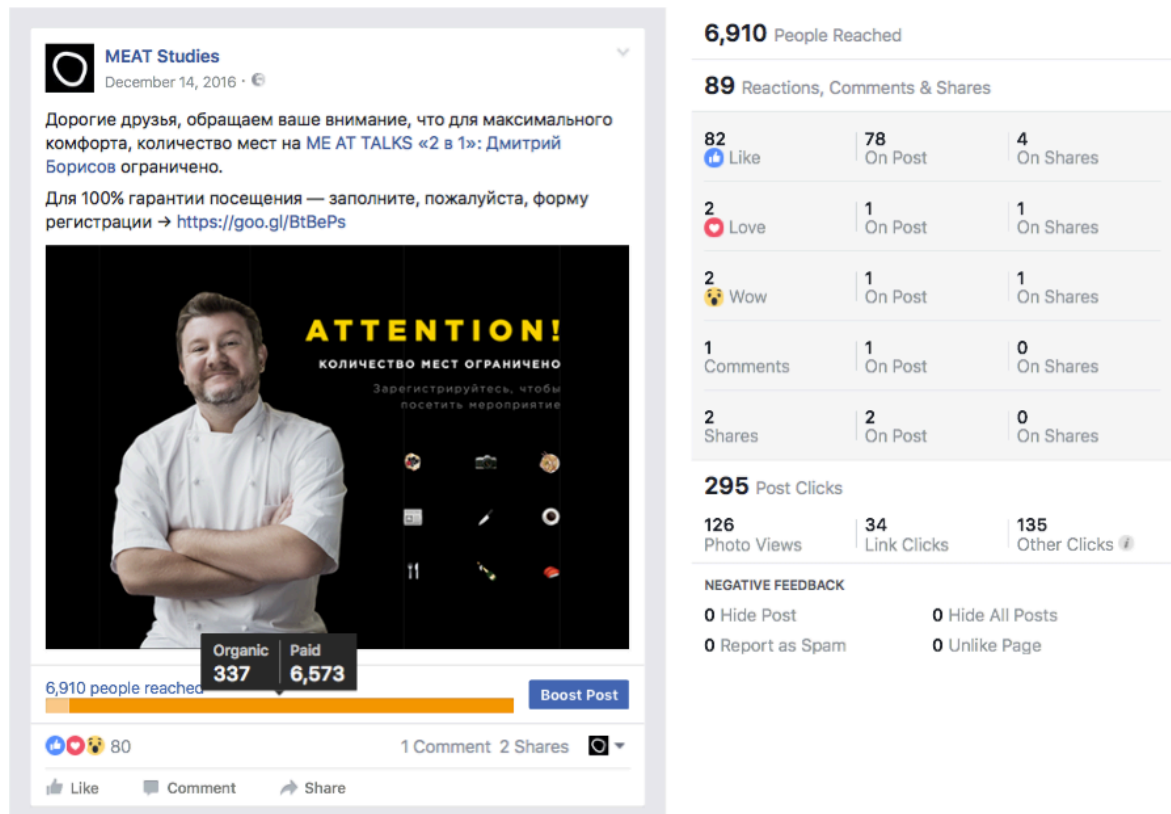
Source: Facebook.com, 2017

The experience from the previous period has shown that online promotion has to be made in cooperation with offline activities.

The management of the company has continued with the ME AT TALKS meetings. This type of the activity was targeted on the potential and existing students of the Meat Studies and the clients of Meat Agency. During the series of offline meetings, guest lecturers were giving the speech to the audience about the importance of UX + UI in the different kinds of businesses. Such as:

- The chief cook in the restaurant chain.
- The chief editor of the "Golod" magazine.
- The chief editor in Playboy Ukraine.
- The host of the popular TV show.

Presenters were aimed with the message to the audience. The activities were sponsored by the companies such as Jack Daniels, Playboy. Offline activities that were provided by the Meat Studies had its outcome. A number of people who came to the meeting with the chief editor of Playboy Ukraine were 147 persons. Seven of them became the students of the school. Twelve people have started to use the new office of Meat Studies as a co-working space.

Figure 15. The post information page with highlighted data about organic/paid reach.
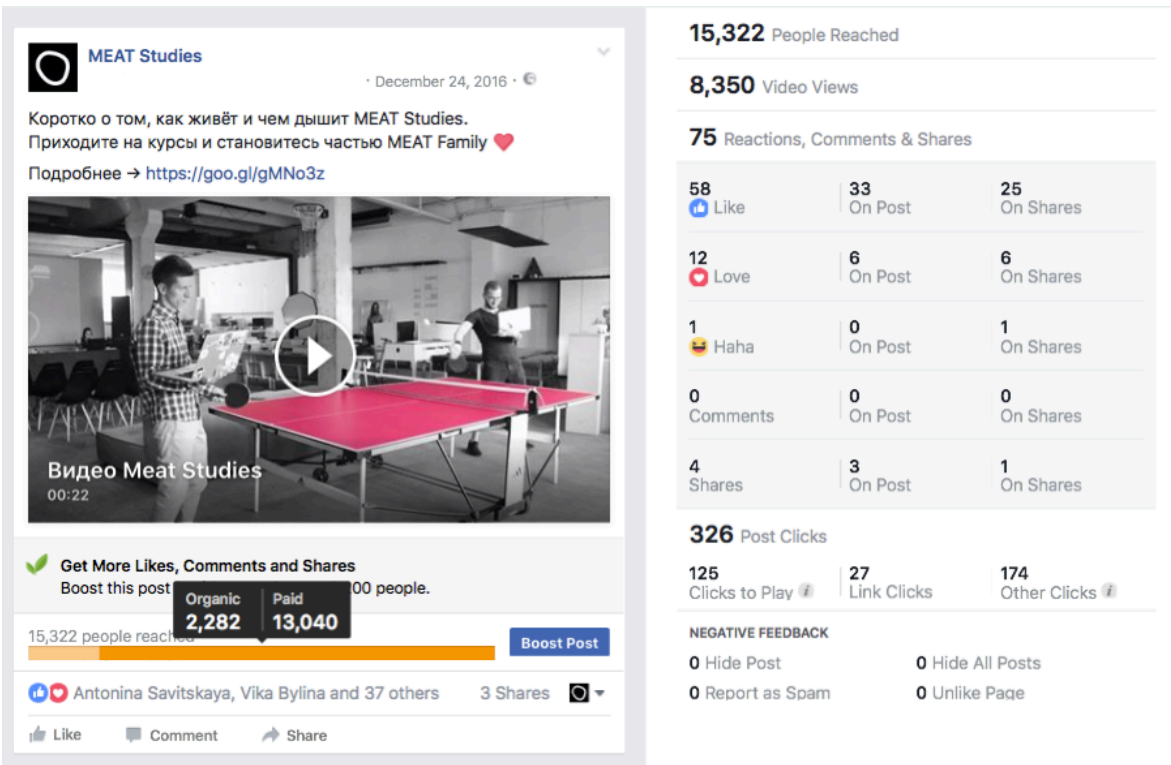

Source: Facebook.com, 2017

The picture above is showing that organic audience reach was 337 users. This information is giving the understanding that, when the community is sending a message to the users, it cannot rely on the number of people who liked the page. In December Meat Studies had more that 1000 of like on its page, but the organic reach was three times lower than this numbers. This Data is showing that if company's message has commercial ground in the post, it should invest in the promotion of the post. Administrators of the community have chosen to pay per engagement. Engagement is considered as any action done by the user through advertising. The action could be a click, like, share or comment. The price per engagement was set up - 0,065102 $. With the investments in amount 35,22$, the community has reached 6910 of people who has seen the message. The event capacity was set up to 100 people and was full of new faces. The outcome of the event was nine new students to the school and eight freelancers who have chosen Meat Studies as working space.

As were mentioned above that the secondary objective of the promotion campaign was to build the brand image through the use of the online services such as the Facebook and Instagram. "Brand image - The impression in the consumers' mind of a brand's entire personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience." -

http://www.businessdictionary.com/definition/brand-image.html

The management of the company has made a decision to invest funds in a brand image on the Facebook through promotional tools. The message would be targeted on the followers of the community and the people who are on the friend's list of the community followers.

Figure 16. The video post information page with highlighted data about organic/paid reach.

Source: Facebook.com, 2017

The aim of this action is to straighten the understanding in the minds of the students who were participating the classes and graduates that Meat Studies cares about its students. The decision about paid advertisement was made to deliver the message about the company to the friends of the follower, to make people understand that classes which user is participating may also be interesting to them. That they can find answers to their questions

the school. That it is a place that students always could use as co-working space or come for the advice from the teacher. Besides the utilization of the Facebook for the brand building company would use the Instagram as a tool to send a message to the customers who wants to know more about the brand's personality through the different platform. The social media that is targeted to show emotions.

The Meat Studies has started to generate a video content to use it as a brand building tool. The video content was followed by a message that would motivate the user to click on a link; a link was redirecting the user to the website of the Meat Studies and information about schedules of the upcoming classes. "The brief information about the life of the Meat Studies. Participate the course and become the part of the Meat Family" – such a message was following each post. The company has boosted the post with video content and made a decision to pay per engagement. The price per engagement was set up - 0,003312$. With the investments in amount 24,18$, the community has reached 15322 people who have seen the message. The result of this campaign was astonishing – 7301 people have visited the website through provided link in the post, and thirteen new students has decided to participate the classes.

The brand building as a tool to show brands personality has to be built in the social media through the usage of the different platforms, to follow the theory of the "three touches." The utilization of the various services would show to the final consumer that the enterprise – Meat Studies is a versatile company and would cover different target audiences and its demands.
 With the help of the tools in an administrative cabinet of the Meat Studies moderator has created an Instagram page for the community. The picture on the left is showing how page information for the enterprises has to be filled. Moderator of the page is obliged to choose the category of the business to show the differentiation in the structure of the businesses from the other enterprises. Also, the company has to choose the location of the firm to let internal advertising engine provide better options for targeted advertising in the social media.

Figure 17. Administrator pane of Instagram from the Facebook community page.

Source: Facebook.com, 2017

The Meat Studies has created the Instagram page as the following tool right after the creation of the community in the Facebook. Through the period October 2016 – March 2017 the company has posted 59 times in the timeline. The role of the Instagram page in the case of the company was a photo and video catalog that was filled with thematic content about the life of the school. The management of the school had no targets about Instagram promotion. The usage of the tools that is provided by the social media was fully utilized. Besides posting in the main timeline, the company was using Stories tool to announce small events that happened in the period of 24 hours after posting. Also, stories were utilized for the audience engagement with the announcements of the upcoming broadcasts that any follower was able to watch. The Meat Studies was broadcasting public meetings such as Me At Talks. During video streaming the audience, the peak has reached 250 people. The broadcasts were followed by the questions from the Instagram audience to the lecturers. The company was not investing in the paid promotion in the social media. The official page of the school has reached the amount of 516 users that were interested in the life of the school. The outcomes cannot be measured due to the absence of the targets. However the lack of the paid development is showing that all numbers on the page are organic, that is showing the interest from the audience to the community.

Figure 18. Total Page Likes statistics for the community.

Source: Facebook.com, 2017

Outcomes of the promotion in period December 2016 – March 2017

During the period of the development of the community, the Meat Studies were using different tools to achieve predetermined goals. The company was investing funds in the Facebook promotion to expand the audience reach, to deliver the message about services that school is providing to the target audience. The outcome from the investments was significant and would be explained below. Also, the Meat Studies did not avoid the abilities of the valuable tools as Instagram for the brand building and making of the video content that multiplies the organic reach of the audience.

One of the goals for the predetermined period was to get three thousand likes on the page of the school in three months. As can be seen on the page above – the goal was not achieved. The last period, until December has ended with the number of 1057 likes on the page and with an amount of 59 likes in two months. The data and the graph are giving the proof of the power of paid advertising for the promotion of the community. The invested funds in the development have raised the numbers from 59 – that was achieved organically, to 1774 with the help of the Facebook ads. The vector of community promotion is upward sloping – it is giving a perspective to achieve the desirable numbers in a short period. The Meat Studies has achieved the goal of three thousands of page likes on 11th of March.

Figure 19. Total Post Reach for the community with highlighted organic/paid reach.

Source: Facebook.com, 2017

The picture above is showing the correlation between the audience reach that was achieved in organic and paid way. The company was using in the period from December 2016 – March 2017 the tool named Promoted Post for developing of news that was posted to the community. The graph is showing that the outcome of the investments is increasing reach up to five times comparing to the organic reach and cumulative paid audience is three times higher than the organic one. The Promoted Posting has its side effect to increase organic reach when the user is liking or sharing the message that was received through promoted post - through this action he is raising organic (unpaid) reach.

Figure 20. The raise in page suggestions in research period.
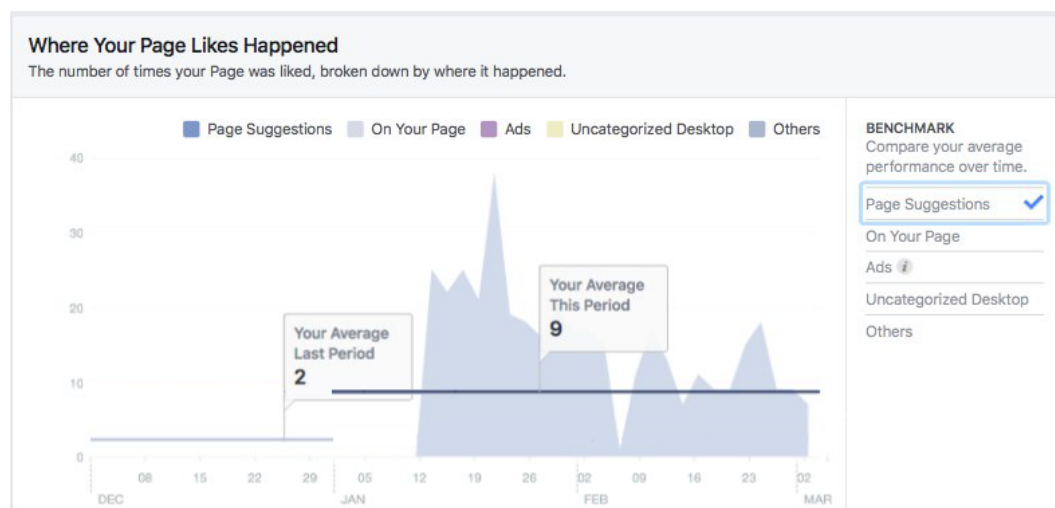
Source: Facebook.com, 2017

The Meat Studies also was investing in the community page promotion through Page Suggestions tool. When the user was visiting one of the competitor pages, such as Kyiv Academy of Media Arts or School of Visual communication, the Facebook was providing

page suggestions on the right side of the page timeline. The block consists of the three communities that are from the same business field as viewed community. The amount of repeats of the suggestions has a straight correlation with a number of funds spent on such promotional tool. The graph above is showing the influence of the investments in the promotional tool on page likes from Page Suggestions.

Figure 21. The influence of paid advertising on amount of net likes.

Source: Facebook.com, 2017

It is hard to correlate the outcome of Page Suggestions as a tool. Since the company starts to pay for the Page Promotion, when community page appears in the timeline of the target audience, the administrative cabinet is providing Page Suggestions as for an additional tool. This ability for the advertising in the Facebook has its power to attract the audience, but still, it is impossible to count the returns of this investments until the Facebook would change the structure of its advertising engine.

The Facebook understands the upcoming power of its online advertising. That it has an ability to support local businesses with promotion and that companies need to measure its performance on the local level. As was mentioned in the chapter about the influence of the Big Data – that mobile devices are collecting all the types of the information about the user. The accumulation of the statistics from the Facebook side is giving the data for the communities about its ads development on the local market. The social media has its benefit for the small enterprises – price. When the firm with the low budget decides to invest in the promotion – the Facebook has the proofs of its advantage. The picture below shows the cover of the paid advertising in the radius of 165 feet = 50 meters.

The organic cover of the promotion has reached 19.2% of the users within this distance. This information could be highly significant for the small enterprises.

Figure 22. Ad Performance within 165 feet.

Source: Facebook.com, 2017

As seen on the graph that Meat Studies was not investing in the local promotion since the location of the target audience for the school is highly scattered among the city. Moreover, the price level of expanding the coverage would be very costly.

Continuous advertising in the social media has its benefits if the company that is making the promotion following predetermined plan and structure. Every step of the development has to be planned according to the strategy without spontaneous spending. This formula would provide tangible benefits as the revenue to the business. From the start of the December, the Meat Studies had begun to invest in the promotion of the school. This decision showed the company the influence of paid digital promotion:

• The amount of the page likes has increased almost three times in three months. The numbers have changed from the 1057 to 2831 page likes.

• The amount of the Page followers was 2946 on the date of 3rd of March.

• The Instagram audience was 516 people. The followers were achieved organically, without additional investments in the promotion.

• The total outcome in a measure of course participants in three month period was 85 students, where 22 people were participants in the intensive course about UI, 26 people in

the class about UX, 24 students that came to the graphic design course and thirteen participants of animation lessons.

- The total investments in the Facebook development were 810,53$ for the chosen period. With the average costs for the course 500$ and the amount of students in three month – 85, the company received the revenue in amount 42,500$. Each dollar spent on the promotion in the Facebook has a return of 52,43$. The total amount of the investments into promotion that were made during the winter period is provided in Appendix A.

Discussion and Recommendations

The advertising market has changed after inventing of the social media services. The times where companies had to spend enormous budgets on a marketing campaign in the "classic" media has passed. Provided research under the Meat Studies has shown that the whole development campaign can be built in the digital world with the help of the social media. Needs to be mentioned that every internet promotion campaign has to be followed with the offline activities. The experience of the research is showing how offline meetings with the potential clients could boost the online sales and make provided services attractive to the customers. It should be noted here that during research the company was providing additional services – co-working areas. Moreover, those activities provided by the businesses were targeted to attract new students. However, when the chosen audience was not interested in the main message, it has found the solution for itself in additional services.

Furthermore, the results of the promotional campaign prove that even small investments in the development of the service are giving a choice for the customer which school to choose for the self-improvement. The power of the paid promotion could help a company to deliver a message about its services even on the main page of the competitor.

It is important to mention the influence of the Instagram page in the brand building. The provided content on this platform such as photos and stories is holding the interest of the followers to the events that were made in the school. The users of this platform were actively participating in the broadcasts from the events. This tool was raising brand awareness among the Instagram users and holding the interest of existing ones.

Standing on the provided facts, the following recommendations can be offered to the Meat Studies to improve its development in the digital sphere that will lead the company to raise its sales in the long perspective and to improve brand awareness on the market of digital education services:

- Standing on the results of the development campaign, provided in the research, the business should continue with the investments in the Facebook promotion. The Facebook moderators should generate a new type of the digital content for the community to attract new customers. The content should be built with idea to force the user to join the community. Such content could be a visual quiz that could be presented as the Facebook application.

- The community should start to post the series of posts and promote it through advertising cabinet. This tool has to be built on a raising promotion to make each following part being developed more than previous. This tool can attract more users with interest in the previous posts into the community.

- Generation of the video content. Provided research on the winter campaign has shown the engagement from the users to the posts with the video. The community has to post on a monthly basis the video content that would be interested not only to followers but also has to be targeted at the users of competitors communities. If the video would contain the speech, it has to be followed with the subtitles and opt out the sound. The last statistics from the Facebook is showing that 80% of people who is watching the video that starts with the sound reacts negatively to the post. (https://www.facebook.com/business/news/updated-features-for-video-ads)

- Targeting on the video streaming. Today's audience is more interested in live video content. People spend three times more time watching live broadcasts comparing to non-live content. (https://newsroom.fb.com/news/2016/03/news-feed-fyi-taking-into-account-live-video-when-ranking-feed/) The user wants to see real emotions of the streamers, their reaction to the audience and tired of post-production content. So the Meat Studies has to broadcast not only in Instagram but also start to make it on the Facebook. The topic for the live video could deliver a message with the introduction lessons to UX/UI graphics.

- Promotion of the co-working services in the Instagram. As mentioned in the previous parts that the Meat Studies is not investing into the paid promotion in this field. The company has to start to develop the series of the posts with the photos of the open-space and visual benefits that this space could provide to potential customers.

- Using chatbots for brand building. The company could create the bot for the Facebook messenger with name – Meat color bot. This tool could be used for the beginner designers to find color solutions for their interfaces. The algorithm would be based on the Itten's color wheel. The aim for this tool to become viral, so the name of the chatbot would have the correlation with the company and will attract new customers.

Conclusion

The presented study has explained the influence of the promotion in the social media for educational services in the context of the chosen company, the realization of the research was standing on the Meat Studies company. The aim of the thesis was to explain the benefits of the promotion through the social media towards "classic" media services. The benefits of the usage were found with the analysis of the descriptive data that was collected through the internal statistics, provided by the social media advertising cabinet. Furthermore, the data and the recommendations about promotion in the social media for the chosen company were provided.

The first part of the thesis is explaining the theoretical approach of the thesis. The data collected from the internet sources regarding social media marketing was analyzed, the advantages of the use of internet promotion, the main tasks towards SMM and how the development on the chosen platform has to be built were identified. Also, in addition to the theoretical data thesis includes the explanation of the impact of the social media and the Big Data on the modern political situation.

The second chapter has explained the methodology on the provided research. The competitor's analysis on the chosen market has been made with the explanation how the enterprises were using the social media for services promotion. The conducted research has provided the steps that have been taken to attract new students to the educational services for the company. The data analysis of the collected statistics has shown the benefits of the usage of the social media for promotion of the educational services. Moreover, the reviewed decisions were followed by the recommendations for the selected company regarding the advancement in the social media to positively affect the level of sales of the enterprise.

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Appendices

Appendix A. The list of investments into Facebook promotion campaign during the winter period.

Campaign Name	Results	Result Indicator	Reach	Cost per Results	Amount Spent (USD)	Ends
			136441		810,53	
Traffic	176	actions:link_click	9486	0,20267	35,67	2017-02-01
Course presentations	258	actions:link_click	13236	0,160194	41,33	Continuously
Page "Likes"	1147	actions:like	36816	0,208928	239,64	Continuously
Tiutyk event	175	actions:link_click	10872	0,163714	28,65	Continuously
Post with notebooks	213	actions:post_engagement	4843	0,083333	17,75	Continuously
Post promotion	7301	actions:post_engagement	13700	0,003312	24,18	Continuously
Traffic for ME AT Talks	15	actions:link_click	1410	0,216667	3,25	Continuously
Post: Dmitri Borysov	541	actions:post_engagement	6482	0,065102	35,22	2016-12-21
Events promotion	78	actions:rsvp	9748	0,588077	45,87	Continuously
Content promotion	328	actions:post_engagement	8428	0,106707	35	2016-12-15
Website traffic	1733	actions:link_click	59850	0,166711	288,91	Continuously
Brand recognition: Intensive	1	estimated_ad_recallers	45	0,4	0,4	Continuously
Post: Intensive course(emails)	20	actions:post_engagement	70	0,0635	1,27	2016-12-08
Post: Intensive course	620	estimated_ad_recallers	8052	0,004919	3,05	2016-12-08
Post: Intensive course registr	230	estimated_ad_recallers	3084	0,01	2,3	2016-12-08
Post promotion: new website	671	reach	671	3,815201	2,56	2016-12-05
Post promotion: new website	510	estimated_ad_recallers	6212	0,010745	5,48	Continuously