

SOCIAL MEDIA MARKETING: THE NATURE AND COMPONENTS

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Promotion in social media, marketing in social networks and communities are among the most dynamically developing areas of online PR. Social Media Optimization and Social Media Marketing are becoming increasingly important due to the constant rise in the number of users in popular social networks. Many large companies have already realized the importance of direct communication with their potential customers. Through the use of a SMM, they manage to maintain a good image, strengthen the reputation and increase the number of their supporters.

SMM (Social Media Marketing) – is a social media marketing or social media marketing, which is:

- is to work with other Web 2.0 sites or specially crafted their own, in any of the social networks, forums, and blogs, in any of the places of communication of Internet users and services of instant messages;

- is a complex of the actions directed on promotion of various goods and services in any of the social networks; and the involvement of the main site interested users of the social networks;

- provides unobtrusive to place or encourage the placement in social media sites, forums and blogs on relevant topics links to sections of your website or the website itself;

- serves as a tool to deliver entertaining to the user of the product information contained on the main website that it is interested in feedback about this from other users and the indispensable support of the arisen exchange of views;

- provides for the presence of bright, loud, provocative titles, aimed at awakening interest and desire to see the material.

We believe that the solution to this problem lies in constructing models that compile on an abstract level, the nature of real processes management taking into account the characteristics of the business environment. This means that predictive models should focus lag the trends of the past, the rationality of plans for the future and adaptability to the emerging patterns of reality.

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