

THE ROLE OF SOCIAL MEDIA IN COMPANY'S ACTIVITY

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Abstract: The article shows the role of social media in all business activity. The author shows the importance of new technologies and social media in the sense of global reachness and connectness which gives possibility to get to know consumer needs better than ever before. Social media transformed marketing. Companies are more careful with commercials mainly in anticipating consumer response and avoiding unanticipated blunders to prevent a viral client backlash in networking sites. Social media are showed as helpful tool in business development.

Keywords: social media, new technologies, internet, business, sociality.

1. Introduction

Nowadays it is difficult to live without new technologies. Social media technologies play important part in everyday life of any organization or human being. It takes many different forms like: business networks, enterprise social networks, products or services review, social networks, film or photo sharing, social bookmarking. During centuries different form of communication showed up and changed business life. Social media has become the method of statement in the XXI century and reorganized the way of reachness and conectness. The beginnings of social media development were simple platforms such as sixdegrees.com. Unlike instant messaging clients such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for ordinary people, using their true names.

2. Social media

Social media are computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features (Obar, Wildman, Steve, 2015).

Social media are interactive internet active applications. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups. Social media were also defined as "Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc." (Merriam-Webster, 2016).

The first social networks were short-lived because users quickly lost interest. The Social Network Revolution has led to the rise of the networking sites. Nowadays people spend 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. The increase of popularity is on the side of smart phones which are very important part of everyday life. The importance of different forms of social media in company's operational functions (e.g. marketing) is crucial. Companies use different social networking sites such as:

1. Facebook.
2. Twitter.
3. YouTube.
4. LinkedIn.
5. Pinterest.
6. Snapchat and others.

3. Social Media's business potential

New web technologies made it simple to reach more customer than ever before. Although social media accessed via tablets, smart phones, offered a variety of opportunities for companies in a wide range of business sectors. Mobile social media, which users were accessing when they were "on the go" via tablet computer or smart phone, computers could take advantage of the location and time sensitive awareness of users. A blog position, tweet or

YouTube videos could be twisted and viewed for free by millions of users. Advertisers did not have to reimburse publishers or distributors big sum of money to embed their message and they could make their own interesting contend that viewers would flock to. Mobile social media tools could be used for marketing research, communication, sales promotions, discounts, and relationship development loyalty programs. Social media is being widely used by almost all big brands. Big brands use this tool to make its position even more stronger by friendly relationship with its customer. IBM, Del, Mac Donald, Burger King have made use of social media to a great extend. They own 100 different blogs, a dozen islands in virtual world several official Twitter accounts and of course they use YouTube.

According to McKinsey research 47 percent of companies use Social Media services as they primary digital tool to reach customer and this percentage is growing. Marketing primary objective is to reach consumer at the moments that influence their purchasing behavior. They follow sites customer visits and they personalize commercials, just to fit potential clients tastes. Social media is an exclusive component of clients decisions journey; customer check opinions about company and its products they have opportunity to ask questions. Such web technologies are use to full fill customer expectations:

- Marketing research: Mobile social media applications offer data about offline consumer movements at a level of detail heretofore limited to online companies. Any firm can know the exact time at which a customer entered one of its outlets, as well as know the social media comments made during the visit (Kaplan, 2012).
- Communication: Mobile social media communication takes two forms: company-to-consumer (in which a company may establish a connection to a consumer based on its location and provide reviews about locations nearby) and user-generated content. For example, McDonald's offered \$5 and \$10 gift-cards to 100 users randomly selected among those checking in at one of its restaurants. This promotion increased check-ins by 33% (from 2,146 to 2,865), resulted in over 50 articles and blog posts, and prompted several hundred thousand news feeds and Twitter messages (Kaplan, 2012).
- Sales promotions and discounts: Although customers have had to use printed coupons in the past, mobile social media allows companies to tailor promotions to specific users at specific times. For example, when launching its California-Cancun service, Virgin America offered users who checked in through Loopt at one of three designated Border trucks in San Francisco and Los Angeles between 11 a.m. and 3 p.m. on August 31, 2010, two tacos for \$1 and two flights to Mexico for the price of one (Dunay, 2013). This special promotion was only available to people who were at a certain location and at a certain time.
- Relationship development and loyalty programs: In order to increase long-term relationships with customers, companies can develop loyalty programs that allow customers who check-in via social media regularly at a location to earn discounts or

perks. For example, American Eagle Outfitters remunerates such customers with a tiered 10%, 15%, or 20% discount on their total purchase (Dunay, 2013).

- e-Commerce: Social media sites are increasingly implementing marketing-friendly strategies, creating platforms that are mutually beneficial for users, businesses, and the networks themselves in the popularity and accessibility of e-commerce, or online purchases. The user who posts her or his comments about a company's product or service benefits because they are able to share their views with their online friends and acquaintances. The company benefits because it obtains insight (positive or negative) about how their product or service is viewed by consumers. Mobile social media applications such as Amazon.com and Pinterest have started to influence an upward trend in the popularity and accessibility of e-commerce, or online purchases (Dunay, 2013).

Social media are distinct from industrial or traditional media such as newspapers, magazines, television, and film as they are comparatively inexpensive and accessible (almost everybody has access to internet via smart phone, computer or tablet). The statistics for year 2017 have shown how big is influence of social media. This is a list of the leading social networks based on number of active user accounts in 2016 (Stastica, 2016).

1. Facebook: 1,968,000,000 users.
2. WhatsApp: 1,200,000,000 users.
3. YouTube: 1,000,000,000 users.
4. Facebook Messenger: 1,000,000,000 users.
5. WeChat: 889,000,000 users.
6. QQ: 868,000,000 users.
7. Instagram: 600,000,000 users.
8. QZone: 595,000,000 users.
9. Tumblr: 550,000,000 users.
10. Twitter: 319,000,000 users.
11. Sina Weibo: 313,000,000 users.
12. Baidu Tieba: 300,000,000 users.
13. Snapchat: 300,000,000 users.
14. Skype: 300,000,000 users.
15. Viber: 260,000,000 users.
16. Line: 220,000,000 users.
17. Pinterest 150,000,000 users.

4. Social media manager

Nowadays new occupation is needed – social media manager. There are special training for such managers. They learn how to use social media in business. It is not ease to operate on that market there are some must have:

1. How to correctly choose the purpose of advertising on Facebook and effectively reach new customers?
2. How do you plan a budget and schedule for advertising on Facebook?
3. How to design an effective creative for advertising on social media?
4. How to optimize promotional campaigns on Facebook on an ongoing basis?
5. How to look for target groups outside of your own website?
6. How to reach people who were not even on your website?
7. How to use the new possibilities of targeting ads on Facebook and Instagram?
8. What tools will save you a lot of time when managing social media channels?
9. How to work with influencers and what to look for when planning a campaign?
10. How to increase the number of video views and improve their position in the YouTube search engine?
11. How to measure the effectiveness of activities on YouTube?
12. What communication tools with the customer should be chosen depending on the stage of the purchasing process?
13. How to optimize the conversion of content marketing activities?
14. What steps should you take to start selling and sourcing leads on LinkedIn?
15. What is audience segmentation on Facebook?
16. How to write content to engage users on Facebook, Instagram, Twitter and LinkedIn?

5. Social media marketing and bots

Social media have bigger benefits then ever before. The income and the market share increases. New technologies helps to win the market. One of such technology are bots. What are they? Bots (short for robots) are an automated program that runs over the internet. There are many forms of bots. The bots most relevant to social media marketing are chat bots and social bots. Chat bots and social bots are programmed to mimic natural human interactions such as liking, commenting, following, and unfollowing on social media platforms. The ability of these bots to automate social media marketing needs has created a large demand and the establishment of a new industry of bots providers (Retrieved, 2016).

The problem arises when companies noticed that is difficult to distinguish between robots and real client via internet. The bots have ability to mimic human interaction it difficult for marketers and data analyst to differentiate between human interactions and automated bot interactions; It has implications for quality of data. It can be noticed that social media have both positive and negative impacts from social media users.

Social media can help to improve individuals' sense of connectedness with real and or online communities and social media can be an effective marketing tool for companies, entrepreneurs, nonprofit organizations, and political parties and governments.

At the same time, concerns have been raised about possible links between heavy social media use and depression, and even the issues of cyberbullying, online harassment and "trolling". Almost every user was the witness or victim of trolling or cyberbullying. In spite of that internet users continue to spend more time on social media sites than on any other type of site. Over 60% of adults have at least one profile on social media, and many spend more than two hours a day on social networking site.

6. Conclusion

Social media gave the tool to ordinary people who can create real world by virtual reality. People have possibility to comment on line every single event or product, to share they like or dislikes with 100 000 of followers all over the world. Social media is not only about money and institution, is about ordinary customer who can show his/her opinion about company or product.

Social Media Marketing was primary internet -based but nowadays is similar to word-of mouth marketing. Social media promote web side, brand or business by interacting or attracting the interest of current or prospective client through the social media channel's. Companies, politicians, celebrities, ordinary people use Facebook, Twitter, or Youtube to promote themselves.

Nowadays the role of social media in company's activity is great because is much more than promotion and marketing is the best platform to make a business.

Social media are important part of all business activity. The importance of new technologies and social media in the sense of global reachness and connectness which gives possibility to get to know consumer needs better than ever before.

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