

Vitalii Babin

Kyiv National University of Technologies and Design (Kyiv)

Scientific supervisor – Senior lecturer Liudmyla Roienko

THE INFLUENCE OF SOCIAL NETWORKS ON COMPANIES' MARKETING STRATEGIES

The digital age and rapidly changing consumer habits leave new demands on marketing. One of the important areas that is experiencing significant transformations is the use of social networks in corporate marketing strategies. In the world where virtual reality is constantly intertwined with the real world, it is important to understand how social media influences consumers and how this influence can be used to achieve marketing goals. With various platforms such as Facebook, Instagram, Twitter and LinkedIn, social media has become not only a means of communication but also a powerful tool for brand building, audience engagement and advertising. Against this background, research on the impact of social media on marketing is a fundamental need to understand and improve company strategies in today's business environment.

This research is devoted to key aspects of the impact of social media on a company's marketing strategy, analyzes the benefits and challenges of this announcement, and examines examples of successful use of social media in today's business.

How exactly does social media intertwine with marketing strategy?

Interaction with the audience. One of the main benefits of using social media for marketing is the ability to interact directly with your audience. There is no longer an invisible barrier between brands and their fans. Through comments, personal messages and live broadcasts, companies can create a deeper connection with their customers.

Brand image and loyalty. Social media has become a real battleground for building brand image. Leading companies understand that consumers do not just buy products, but also feel emotions from interacting with the brand. Here, status is measured not only by the product, but also by the lifestyle it promises.

Advertising and influencers. The development of social media has made advertising not just a commercial message, but a fine art. Users don't dismiss ads as unnecessary noise. On the contrary, they seek advertising in search of interesting and aesthetically pleasing discussions (Kaplan, 2010, 60).

Opportunities and challenges

In the world of a huge amount of content in social networks, both quantitative and qualitative, business faces both opportunities and challenges related to the effective use of this powerful tool.

Changing consumer attention and algorithms. One of the main difficulties in using social networks is the competition for the attention of users. Rapid changes in the algorithms that regulate the display of content make it difficult for companies not only to attract attention, but also to keep it.

Transparency and reputation of the horse. Social media makes companies more accessible and transparent, but also leads to the rapid spread of negative reviews. Reputation management is becoming an increasingly important part of a successful marketing strategy.

Personalization of protected data. Using a personalized approach to the audience, companies are faced with the problem of maintaining a high level of confidentiality and protection of personal data of users in order to avoid risks to privacy.

Innovation and the Future of Marketing

Augmented Reality (AR) and Virtual Reality (VR). One of the most promising innovations is the integration of augmented reality (AR) and virtual reality (VR) technologies into marketing campaigns. This opens up new opportunities for engaging audiences and creating unique brand experiences.

Artificial intelligence in marketing strategy. The integration of artificial intelligence allows companies to analyze large volumes of data, understand consumer behavior and automate personalization processes, which contributes to increased marketing efficiency.

Impact of environmental marketing on brands. One of the key trends in marketing is environmental responsibility. Companies that actively demonstrate their commitment to environmental issues gain consumer support and create a positive brand image (Smith, 2012, 104).

Responsible Advertising and Audience Engagement

Responsible advertising. In today's world, where virtual space offers unlimited opportunities for advertising campaigns, issues of responsibility become an important aspect of social media marketing. Companies must be aware of the socially responsible and ethical aspects of their advertising activities. This includes avoiding false information, protecting the dignity and rights of consumers.

Audience Engagement and Privacy. With the increasing volume of collection and use of personal data in marketing campaigns, privacy has become an important issue. This chapter examines how companies can ensure engagement with their audiences while maintaining high standards of privacy and respecting user privacy.

Social responsibility and sustainable development. Social media marketing can be a powerful tool for supporting socially responsible initiatives and sustainable development. This section examines examples of companies that have implemented socially responsible strategies and successfully engaged with their audiences.

Ethical aspects of using influencers. The growing popularity of influencers in marketing strategies has challenged brands to ensure ethical engagement and compliance with standards of integrity in advertising. In this section, we look at how companies can address the ethical aspects of working with influencers.

The importance of interacting with the audience, creating emotional connections and personalized strategies is becoming key in today's marketing environment. However, along with its power, social media also presents companies with challenges related to competition for attention, reputation management and data protection. Ultimately, a successful social media marketing strategy requires a deep understanding of your audience, creativity, and a willingness to adapt to an ever-changing environment. Only then can companies use this powerful tool to achieve their marketing goals in today's business environment.

REFERENCES:

1. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
2. Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102-113.
3. Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing*. Sage Publications. 448 p.