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FEATURES OF SMM APPLICATION IN B2B MARKET

The market of B2B – one of the most difficult in modern marketing, has a non-uniform environment and specific features. In modern conditions the market of B2B, as well as other marketing structures, faced such ambiguous phenomenon as SMM.

Social Media Marketing (SMM) is a new and perspective method of promotion of goods or services by means of involvement of various social communication channels. SMM was initially used as the instrument of advance of a brand and increase in his data among potential clients therefore there passed a lot of time before the SMM method began to take root into the market of B2B. [2] Application of SMM is suitable for the solution of various problems of advance of the B2B companies by means of social networks.

Social marketing can be used for realization of the following purposes:

- direct sales (that is the sale of consumer goods or services which is carried out out of stationary points of retail trade);
- increase in the sheet of a brand (that is to improve ability of the consumer to define and identify a product among variety of other trademarks, from characteristic attributes of a brand);
- recruiting (to attract and employ the experts having the professional and personal characteristics necessary for the solution of business challenges of the company. And for this purpose, the recruiter as "sales manager", presents the company and forms in labor market the need to cooperate with her);
- counteractions to a negative [1]

Feature of SMM for B2B is that receptions which work for B2C aren't applicable or ineffective. The main objective of SMM in the market of B2B is to sell a product or service. The position of the company as expert in the market, on social networks anyway will lead to sale: new and repeated. Many companies carry out monitoring of potential partners from the sector of B2B in their social activity [2].

The specifics of SMM for the market of B2B differ in the fact that here at all there is no entertaining implication, but at the same time communication between partners becomes less official that allows to come into contact quicker. Social networks have a set of advantages in advance in the market of B2B:

- promotion with use of SMM doesn't depend on algorithms of search engines, there is no need of continuous optimization and search of content in keywords;

- SMM allows to capture a circle of interested persons, without irritating, and drawing attention of target audience;

- it is possible to use at the same time several SMM methods depending on the advance purpose;

- communication with the partner is established directly therefore it is possible to make an algorithm of possible actions for increase in efficiency of SMM in advance. [1]

Success to B2B-marketing on the Internet depends on the following key factors: online reputations, abilities to influence audience by means of the ideas and recognition of a brand. All other directions have the minor importance and have to be considered as the additional phenomenon. Nevertheless, they also have to be considered sufficiently to study the market, target audience and competitors.

Many companies establish for themselves a certain framework and consider that social networks – restricted audience (mainly individuals) which isn't capable of cooperation.

Though in practice the social networks aren't less effective, than any other forms of advance, just tools which are used in SMM don't approach more for any methods of promotion. And many companies, facing social platforms, instead of careful monitoring and elective application of the SMM methods waste the efforts to mass audience though the similar algorithm doesn't make special sense.

Targeting – the main instrument of formation of audience. Many marketing specialists consider that all social networks are identical. In practice we see that there are at least 5 large social networks where a big share of users - different social and age groups therefore those methods which work in one network cannot work in another.

Targeting allows to allocate a kernel of audience and to concentrate all efforts to advance in this circle of users. This method allows to optimize SMM on the heads and persons making decisions. SMM advance of B2B of the companies allows to create address orientation, that is to influence specifically focus group. The type of content depends in many respects on a type of social network therefore in the market of B2B there was a need to pick up the optimum platform for SMM advance. There are several social platforms where most of target audience - the people who are engaged in business or the organizations which look for partners. It is possible to distinguish LinkedIn, Facebook, Twitter from these platforms [3].

It is also necessary to note that features of application of SMM in the market of B2B consist in an opportunity to use distinctive features of the platform for the purpose of optimization of indicators of promotion. That are the

specifics of concrete social network can become your advantage in SMM advance. The choice of the correct platform in a segment of B2B makes a half of success. It is for this purpose important to study the audience, to define the main activities of the company and to establish the purpose what you want to achieve from SMM.

Recently relevant is an advance in YouTube, Instagram and Tik Tok. These social networks as it seemed, least of all are suitable for promotion, but video content is often used by B2B business now. The type of content is closely connected with a type of social network that allowed various audience to use written, video and visual content.

The segment of B2B can use social networks differently:

- to create the page of a brand;
- to optimize the website under social network;
- blogging with the updated interesting content;
- modeling of pages in social networks;
- creation of virus content;
- conducting address (direct) advertising;
- work with reviews and activity of users.

The look, form, methods of SMM advance are selected individually. SMM is so universal the instrument of marketing that he can be used for advance of the companies of any specialization, direct search of suppliers and partners, interaction with clients and other purposes, at the same time the efficiency of SMM marketing carries long-term effect.

SMM requires less budget, it allows to solve any business challenges. The convenient and available format of social networks promotes expeditious interaction of participants of B2B. The right choice of the platform and active use of available functions will allow to increase profitability of business, to attract new partners and clients and to create positive image of a brand at the minimum expenses. Advance of B2B-kompany on social networks allows to receive feedback from the partner – so to conclude the agreement, as is SMM purpose.

Literature

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