

USING SOCIAL MEDIA FOR BUSINESS MARKETING

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In today's digital age, using social media for company marketing has become a crucial component of any marketing plan which a successful business plan includes. Social media channels like Facebook, Twitter, Instagram, LinkedIn, and YouTube provide businesses an opportunity to engage with prospective clients and spread brand awareness [1]. During 2009, only 23% of marketers were using social media for a long period, and in 2016 that variety has grown to 31% [2]. Using social media for marketing has both pros and cons, which will be reviewed in this article.

The first benefit of using social media is that it provides businesses with an effective way to reach their target audience and build relationships with customers [3]. Modern social media analytics can help with defining demographic information, interests, and behaviour of the potential customers. They can help with building big data models to analyse different patterns of the audience.

Businesses can answer messages sent by customers using social media, too. This can help in building trust and creating a sense of community around a brand. Also, social media can be used to share useful information, provide tips and advice related to products or industry, and offer special promotions or discounts to followers.

The second benefit is that the social media is a low-cost marketing tool that enables companies to reach a wide audience without investing a lot of money. Many social media networks provide companies of all kinds with reasonable advertising choices, enabling them to reach a larger audience and increase leads and sales. Businesses can also reach a larger audience by working with influencers, which have a loyal fan base, and their promotion of a certain product or service can help raise its profile and boost sales.

Even though social media advertising requires expenses, it can still be an affordable option to enlarge the audience. It is possible to reach potential customers

without spending a lot of money on social media platforms because they provide several advertising options that can be targeted to a certain audience.

Finally, social media gives companies a chance to show off their brand personality and humanize their brand [3]. Businesses may develop a more relatable and genuine brand image that connects with customers by exhibiting company culture, releasing behind-the-scenes content, and spotlighting staff stories. Making a brand seem more approachable and personal to its audience is a process known as "humanizing" a brand via social media.

One of the best ways to humanize a brand is to share real stories. Stories concerning the brand's past, present, or future may be included. These narratives can be distributed by written, visual, or audio information. Another component of putting a human face on a brand is responding to feedback and messages. This demonstrates the brand's commitment to interacting personally with its audience and concern for them.

While using social media for business marketing has numerous benefits, there are also some disadvantages to consider. First of all, it can take a lot of work to manage social media accounts and provide consistent content, especially if a company is attempting to maintain a presence across several platforms. Even though businesses may spend a lot of resources to manage the social media, it can be challenging to separate out from the crowd and compete for attention due to the overwhelming number of businesses using social media.

Second, customers can publicly voice their opinions about a company on most social media, and if negative feedback is not handled properly, it can harm a brand's reputation. However, responding promptly and professionally, taking conversations offline or into private fields, and learning from every feedback business can turn a negative situation into a positive opportunity to improve their reputation and build stronger relationships with their customers.

The other disadvantage of using social media for marketing is that social media platforms use algorithms to determine which content is shown to users, and changes to these algorithms can impact a business's visibility and reach. The mistakes made on social media spread quickly and may strongly influence a business's reputation. Again,

such negative impact can be reduced through correct SMM-management, which requires companies to grow and develop not only in terms of numbers but also in contacting the potential customers professionally.

In conclusion, social media marketing is an effective tool for companies of all sizes to interact with their target market, create lasting connections, and spread awareness of their brand. Businesses may use social media to drive traffic, create leads, and boost sales by producing pertinent and interesting content. Using social media, as said above, is connected to some risks, but qualified and polite management can help reduce the negative sides, which makes SMM very important for every successful business.

References

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NEW AFFORDANCES OF AUGMENTED REALITY IN EDUCATION

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Abstract. Digital technologies develop in several directions: augmented reality, virtual reality and mixed reality. Augmented reality can provide affordances in higher education. It is the bridge between students and curricular materials to leverage advances in technologies in education. Using widespread devices, the teacher can simulate environment to safely interact with visual objects. Simulation of concepts is one of the most productive ways of studying. Augmented reality applications can be a convenient platform for online learning. This technology has a positive impact on emotions that play a crucial role in learning and memorization.