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SOCIAL MEDIA MARKETING
ON THE EXAMPLE OF KRUUNUPUISTO HOTEL

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DESCRIPTION

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Abstract

The main objective of the research was to create a fully-working product, which is a group in social network, which may be used for promotion and increasing of brand awareness. The research was based on my own experience obtained during the moderation of beta-version of group "Kruunupuisto Hotel" in one of the most popular social networks in Russia – Odnoklassniki.ru

The study consists of historical background of marketing, description of social media marketing(abbreviation SMM sometimes in use), recommendations and case study based on the results received from the group in Odnoklassniki.ru to reveal some scenarios of use for tools described in the thesis and endorse ideas, facts and assumptions written before this part.

Theoretical part of the thesis was created using data collection. Definitely, the main source of information for this topic is the Internet, because this sphere is quite young and developing and there aren't any fundamental sources, except the sources related to the General theory of marketing

The empirical part includes the description of my own study research made with help of experts in the area of promotion, AAA class advertising agency – Grafical. They provided all the facilities for the research including the object of study – Kruunupuisto Hotel, whose leaders wanted to enter the market of Russia using plenty of tools including SMM. I created the group in Odnoklassniki.ru, the purpose of which is to conduct a set of activities to attract content (people) from social network to the main page of the website. All the recommendations and facts in the empirical part are based on measurements and statistics.

In the end I tried to arrange the layout of my thesis so as to make it a kind of a guide for newbies in SMM, with useful and proven information and my experience. And despite the fact of fast developing of social networks and changes, basics of this work will be relevant and useful through the time.

Subject headings, (keywords)
Internet marketing, social media, branding

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Tutor Eeva Koivula	**Employer of the bachelor's thesis** Advertising agency Grafical Oy

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APPENDICES

1 INTRODUCTION

The thesis work, which you're reading reading right now is about one of actual and relevant types of marketing today. It is about marketing in social media networks. Social networks in last time became not only a good tool for connection between people all over the planet, but also they became one of daily sources of information for users thanks to possibilities to share your opinion with groups of people and get their ideas right there. I wanted to prove that companies may increase their revenues using ways, which are much more cheaper than standard billboards or TV-commercials, but not less effective. To prove that, I started a short research about histories of success of different types of companies, who took a risk to enter this unknown and new area, but finally they were rewarded. I started to make an analysis of available social networks, their key features, tools, strategies and potential market to make a list of recommendations.

I chose the field of marketing because of my place of practice. This is an AAA-class advertising company, originally coming from Savonlinna, but it has clients from different parts of Finland and Russia. It's called Grafical, managed by CEO and founder of the company - Arto Tolvanen. This company is an important chain in marketing strategies of local businesses. Moreover, they got an employee from Italy and me, as a trainee with knowledge of English and Russian languages. It allows Grafical to cooperate with Russian market, what in order is very important for Kruunupuisto - hotel with huge restoring facilities and, by the way, being of Grafical's clients.

 According to their plans of developing on Russian market, they wanted to use Internet widely: promotion, booking, contacts and feedbacks. One of their ideas was to use social networks as a tool for promotion and increasing of brand awareness. But the main problem was the lack of knowledge and specifics of Russian social networks. That's why, all together we decided to start to work on it. Kruunupuisto had to share all the information (events, photos, services) with Grafical and provide their ideas about what they want and how it should be made. Grafical already got a lot of information at the moment when I came because of the previous partnership. Grafical, in order, provided with me some facilities, such as: working place, free calls, sources of information. Interest from their part was to get a product (group in Odnoklassniki.ru) and my interest was to show them some ways of using such a new tool of promotion, using some examples of success and information collected from a plenty of sources. Finally, gathering information, I wanted to make this thesis a kind of short instruction

for those, who want to start SMM campaign (starts from the chapter 3 and reflected in the empirical part with my own experience). And, I want to believe, that this study is useful for all participants of the project.
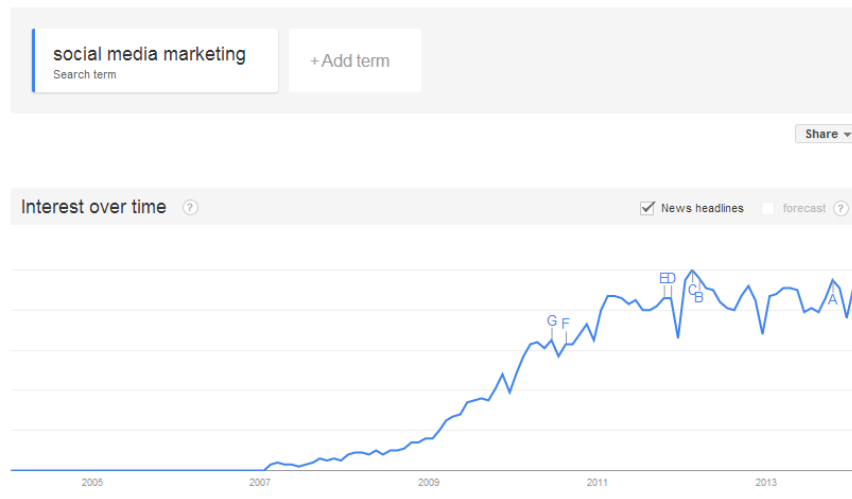
2 SOCIAL MEDIA MARKETING

2.1 Social media marketing

Social media marketing. What is it? After reading the title, everyone can understand, that this is a kind of marketing and it may has some spontaneous associations with social media. Already about six years ago an abbreviation SMM (social media marketing) does not disappear from web-pages and topics titles on marketing specialized forums and if you will ask Google or any other search-engine to find something about SMM, you will see, that there is an enormous range of articles about it.
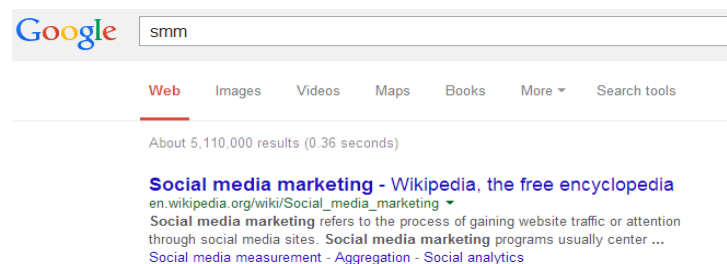
PICTURE 1. Statistics of search requests (Google 2014a)

From the graph below we can see, that it still be trending. But search query appeared only since 2007. What is the reason? Further I will provide some information about the history of social media marketing. On the basis of the title we can conclude, that the main idea of this kind of marketing resolves around social media.

PICTURE 2. Trends graph (Google 2014b)

But search query appeared only since 2007. What is the reason? Further I will provide some information about the history of social media marketing. On the basis of the title we can conclude, that the main idea of this kind of marketing resolves around social media.

Andreas Kaplan (Professor of Marketing at the ESCP Europe Business School specializing in the areas of social media and viral marketing) and Michael Haenlein (Professor of Marketing at ESCP Europe) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." (2013)

As we can see from the authoritative definition given by professors of the marketing area, the main idea, for which social media networks have been created is the creation and sharing of content without any limits all around the world. It's so simple and genius. Now you can easily share a great picture of dawn, which you made in Spain, with your friend, who is in office in the USA at the moment. Humanity creates and consumes lots of content every day. Nowadays this is the common process for the whole world.

Dating sites are sometimes considered the first social networks. The first dating sites started cropping up almost as soon as people started going online. They allowed users to create profiles usually with photos and to contact other users. Online forums also played a large part in the evolution of the social web. These were really descendents of the BBSs popular in the 70s and 80s, but usually came with a more user-friendly interface, making them easier for non-technical visitors to use. Various forum platforms, including vBulletin and phpBB (technologies of forums development), were developed, many of which are still used for forums. Fo-

rums remain a popular part of online culture, and many have made strides to add more social networking-type features (like profiles).

While many people consider dating sites or sites like Classmates.com to be the first social networks, they don't really fit the definition.

Dating sites rarely allowed you to keep a friends list, neither did Classmates in its early years (and profiles were severely limited). The following sites were the first true social networks. (Webdignersdepot 2009.)

Some experts believe, that the base for development has been created exactly at the same time with the start of dating sites or even with the classmates.com. People got an amazing opportunity to share the information about everything. And then they started to offer their services right there. What if you know how to fix a car, you're ready to move all around the city all day long and only thing that you need is to be well-known as a master? So, everyone were able to create a message with information about their services and be helpful. It was a good chance to have a deal with someone. And of course, we can say that early beginnings was right then. No doubts. But most of the people, who works in this sphere, believe, that the real growth of the popularity and audience coverage came with the creation of such popular modern social networks as Facebook, Twitter, LinkedIn etc. The brightest history and popularity, of course, has Facebook.

Mark Zuckerberg, 23, founded Facebook while studying psychology at Harvard University. A keen computer programmer, Mr Zuckerberg had already developed a number of social-networking websites for fellow students, including Coursematch, which allowed users to view people taking their degree, and Facemash, where you could rate people's attractiveness. In February 2004 Mr Zuckerberg launched "The facebook", as it was originally known; the name taken from the sheets of paper distributed to freshmen, profiling students and staff. Within 24 hours, 1,200 Harvard students had signed up, and after one month, over half of the undergraduate population had a profile. The network was promptly extended to other Boston universities, the Ivy League and eventually all US universities. It became Facebook.com in August 2005 after the address was purchased for $200,000. US high schools could sign up from September 2005, then it began to spread worldwide, reaching UK universities the following month. As of September 2006, the network was extended beyond educational institutions to anyone with a registered email address. The site remains free to join, and makes a profit through advertising revenue. Yahoo and Google are among companies which have expressed interest in a buy-out, with rumoured figures of around $2bn (£975m) being discussed.

Mr Zuckerberg has so far refused to sell. The site's features have continued to develop during 2007. Users can now give gifts to friends, post free classified advertisements and even develop their own applications - graffiti and Scrabble are particularly popular.
(The Guardian 2007.)

Due to the fact, that at the moment Facebook is the most popular social network all around the world, I think this site became an extremely important playground for SMM development. At the very beginning on the initiative side were companies who early realized that Facebook is a great opportunity to tell people about the history of the brand, about their products and services and increase awareness of potential customers. As time passes, people came more and more and eventually Facebook reached enormous number of users and automatically became the biggest base of content. To ensure the dominance of Facebook over the other social networks you can see statistics in the picture 3.
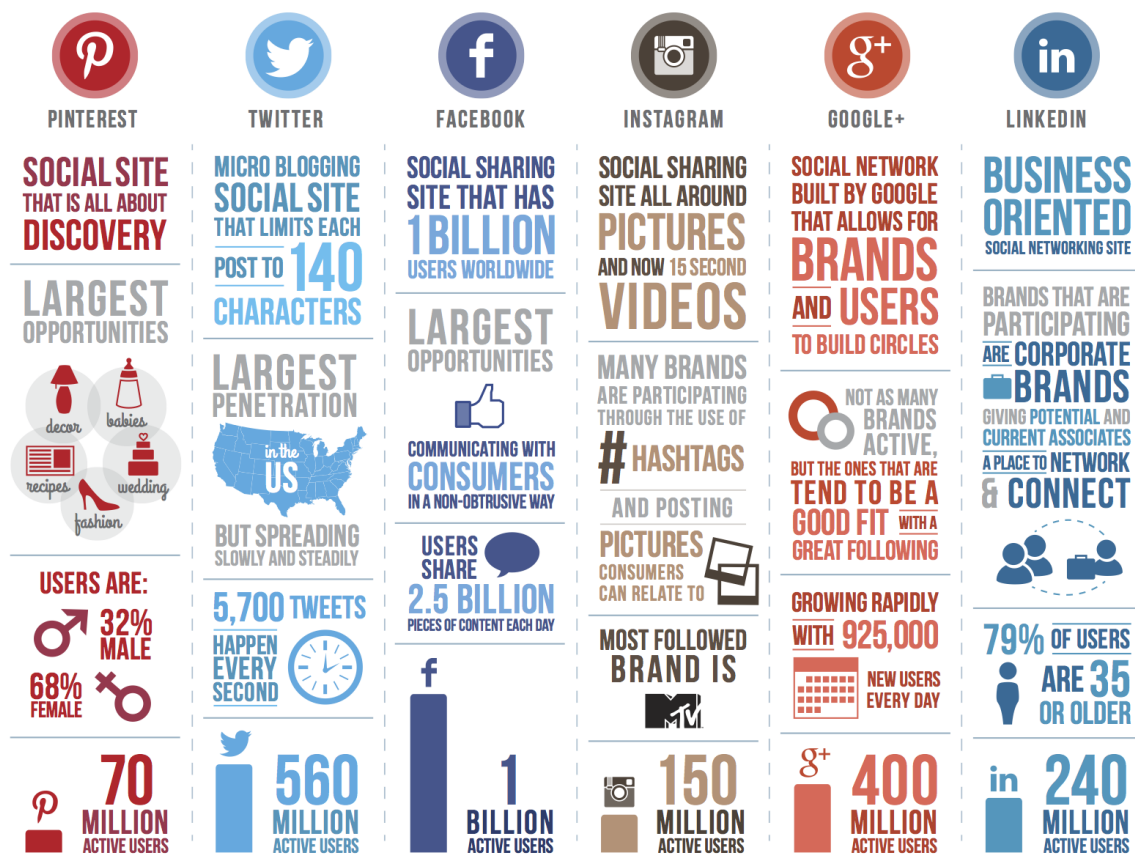
PICTURE 3. Statistics of the most famous social networks in the world (Leveragenewagemedia 2013)

2.2 Advantages of social media marketing

According to Act About Advertising 3. Chapter 1. § "advertising is information distributed in any way, in any form or by any means, addressed to an indefinite circle of persons and aimed at attracting attention to object of advertising, establishing or maintaining interest and its promotion on the market." (Act About Advertising 38/2006).

This quote of the law is the essence of advertising. It doesn't matter, which tool you use in your advertising campaign. The main idea is to let people know more about your company and products. But at the moment there is a huge range of ways how to do it: TV, Radio, billboard, magazines, newspapers etc. Some of them are really classical and they will still exist, while this is allowed by law (billboards). Some of them lose their positions and some of them climb on top. Below you will see the statistics and prices to understand the position and prospects of SMM.

For this comparison I chose the most popular radio station Russian Radio and the biggest social network VK.com.

Russian Radio:

Audience in Moscow: 5 700 000 persons (approximately), 55% men. 45% women (Mediageo 2013).

Advertising prices: the cost of one broadcast for 30 seconds 20880 – 83490 RUR (depends of the time) (Ministar 2013).

VK.com

Audience in Moscow: 14 727 859 persons (approximately), 51% men, 49% women (VK.com 2014a).

Advertising prices: big banner (90 x 120 pixels), 30.95 RUR for one transition to a website, (you pay only when user "come" to a webpage), 9 RUR for one appearance on the page of VK.com (VK.com 2014b).

As you can see, VK.com has three times bigger approximate coverage in Moscow, than the most popular Russian radio station. Of course, quantity of potential contacts with customer may different because in the morning people have no time to use social networks, but when they drive a car to job, they are able to listen radio. VK.com has a range of tools, which can

help to configure and personalize your banner. For example, you can set, that your banner should be shown only for men or women, for defined age group, sort by marital status, education, interests, and additional parameters such as: devices, operating system, browser and keywords. All these tools allow you to get the most suitable customer for your company and "broadcast" your commercial only to those people, who may be really interested in your products and services. But the most wonderful tool, in my opinion, is that you can pay only when user already visited your website. This is a big advantage in comparison with radio, which just broadcasts an ad to random audience and doesn't have any information, about who are interested in it at the present moment.

Talking about advantages of social media marketing, of course, we should say about audience coverage. There is one of approaches in SMM. So called "social distribution". It may sound like a complicated business term, but in fact everything is much easier: a user using the built-in mechanisms of social networks share his favorite content to the entire audience («Share» in Facebook and Vkontakte, Retweet on Twitter). This approach from a marketing perspective is efficient, because it allows companies to reach a broad audience. In the case of viral marketing users generally disseminate information independently. The task of a marketing specialist in this case is to identify the interests of the audience, to understand behavioral motives to disseminate information and to form on the basis of this viral content. In General, despite the fact that the idea of viral marketing has troubled the minds of many years (of course, it's great when you take action once, but it still works for a time), only with the active development of the Internet and especially social networks this tool has received recognition and has become popular. This is primarily due to the fact that the online environment is so important for viral marketing conditions: immediate distribution of news, the strong and rapid communication between people, the possibility of early receiving and the perception of the media. (Socialmediatoday 2013.)

To understand all the great opportunities provided by this principle it's enough just to review some numbers and statistics:

Year (July 1)	Internet Users	Users Growth	World Population	Population Growth	Penetration (% of Pop. with Internet)
2013	2,756,198,420	9.4%	7,162,119,430	1.16%	38.5%
2012	2,518,453,530	10.3%	7,080,072,420	1.17%	35.6%
2011	2,282,955,130	11.6%	6,997,998,760	1.18%	32.6%
2010	2,045,865,660	15.8%	6,916,183,480	1.19%	29.6%
2009	1,766,206,240	12.4%	6,834,721,930	1.20%	25.8%
2008	1,571,601,630	14.4%	6,753,649,230	1.21%	23.3%
2007	1,373,327,790	18.4%	6,673,105,940	1.21%	20.6%
2006	1,160,335,280	12.9%	6,593,227,980	1.21%	17.6%

PICTURE 4. Statistics of internet usage (Internetlivestats 2014)

As we see the number of Internet users has grown and continues to grow with time. And, no doubts, it will continue to grow, because there are still a lot of places all around the world, where any cellular signals are unavailable due to different problems, such as location or level of technologies or countries, where people sometimes are just unable to buy anything to eat not to mention the mobile devices and PCs, as well as the payment for the Internet.
But thanks to companies who take care about development of the world, of connections between people, education, in the near future we can expect much more affordable products and solutions. I'm talking about hi-tech companies. The industry of smartphones for instance:

This year smartphone shipments are expected to surpass 1 billion units for the first time, thanks to impressive 39 percent growth year-on-year, according to IDC. Shipments are expected to continue to grow by almost 20 percent next year, so vendors will have to work harder to get users to upgrade. But even though higher resolutions and faster network connections and processors will be enough to get some people to buy a new high-end smartphone, the key driver behind smartphone growth in the years ahead will be an expected price decrease, according to IDC. In 2013, the average sales price for a smartphone is expected to be US$337, down about 13 percent from $387 in 2012. This trend will continue and prices will gradually drop to $265 by 2017, the research company recently said. For vendors, this means finding a balance between performance, price and making a profit, according to IDC. But for users, this will result in more bang for their buck, and the difference between high-end and much cheaper phones will shrink. (Ricknas 2014.)

The move extends the social networking company's Internet.org effort, aimed at connecting billions of people who do not currently have Internet access in places such as Africa and Asia.

Facebook has been working with telecommunications carriers to make Internet access more available and affordable. "We're going to continue building these partnerships, but connecting the whole world will require inventing new technology too," Zuckerberg said in his post. Facebook envisions a fleet of solar-powered drones as well as low-earth orbit and geosynchronous satellites delivering Internet access to different regions of the world. Invisible, infrared laser beams could allow Facebook to dramatically boost the speed of the Internet connections provided by the various aircraft, Facebook said on a Web page that explaining the project. (Reuters 2014.)

Just these facts and reasonable predictions show us, that we can expect serious investments and efforts for the improvement of connection quality for existing users, the inclusion in the world network areas, which was unavailable before and increasing the "Internet population" of the world. With the spreading of the Internet and wave of low-cost devices more people all around the world will get the access to knowledge, education and possibilities to connect with other cities, countries and parts of the world. By these possibilities I mean social networks. At the moment it's the easiest way to connect another part of the world freely to hire for a job or to talk with the relatives. There's no other ways to message in real-time and that's why it's possible to expect the growth of social networks.

Another big advantage provided to marketers by social networks is freedom for your imagination. Obviously, in guide books and specialized internet resources there is a lot of information about general aspects, models of behavior and available tools. It is not useless to read all these books and articles, moreover it is worth reading, but it is not the only thing required. Everybody, who is going to enter the area of SMM, should know simple, clear and important rules. Sometimes it's enough just to be yourself to understand it.

Let's have a look at the statistics in picture 5 to figure out some scenarios of use of SMM services. This graph is the result of the questionnaire conducted by the Internet-resource "Likeni.ru", which is well-known among specialists of social media marketing and newbies, trying to get knowledge provided by professionals for its statistics, news and researches and discussion platform. The questionnaire has been conducted among SMM specialists in August 2013 and shows the main desires of clients, who are buying services of companies

What are goals of clients buying SMM services (in percents)

Лайкни, сентябрь 2013 г.
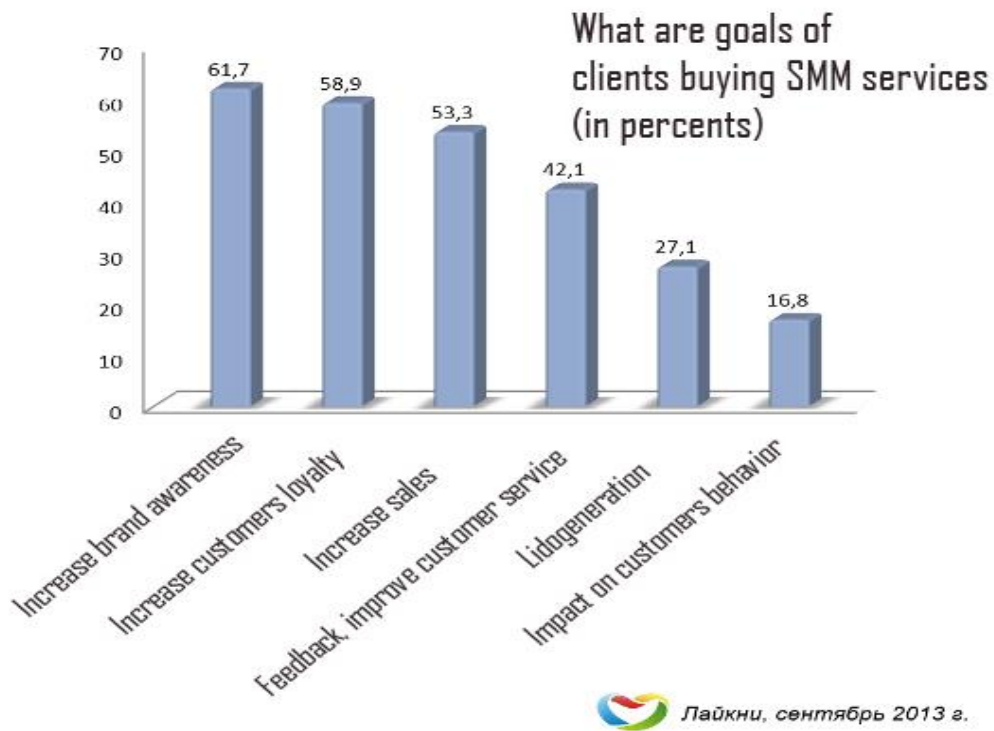
PICTURE 5. The statistics of preferences of SMM-companies clients (Likeni 2013)

As we can see, TOP-3 expectations from SMM campaign are:

- Increase brand awareness (61,7%)

- Increase customers loyalty (58,9%)

- Increase sales (53,3%)

All the positions in the TOP are strongly connected between each other and all of them are about relations between companies and customers. SMM – it's not just a marketing strategy and process of promotion. SMM is about how a company takes care about their customers. Those marketers, who works in SMM, should think how to outstand of information noise, which becomes "louder" day by day with the increasing of sources of information, content generators and so on, but at the same time he or she should think how to make an advertisement not so typical. The main idea is to promote without visible promotion. It's not a must to be a specialist to understand it. It's enough just to think about ourselves. You already don't pay attention to thousand careless made typical banners in some web-pages and want to turn

off annoying advertisement on YouTube, which usually plays right before your favorite video.

That is why synergy of the creativity and taking care about customers is so important. Marketer may be that person, who will be a kind of mentor for followers, providing them with topics for discussion or generating enjoyable content, which user will want to share. It is possible also to find some ways to outstand of the crowd, find some ways to be different. Eventually all these ideas and efforts will has positive impact on your company with increasing of brand awareness and growth of sales. Below you can have a look at some interesting approaches to the use of social networks:

Blendtec:
- Used channel: YouTube and Twitter
- They decided to put in a blender everything from Golf ball, until the last iPad and record video
- Some of the video has been viewed more than 15 000 000 times
- Sales for the year increased by 700%

As the result they got the annual turnover of 40+ million dollars. (Social Media for Business performance 2013.)

PICTURE 6. The official YouTube channel of Blendtec (Youtube 2014)

Hotel Joie de Vivre:
- Used channel: Twitter and Facebook
- Held a protest 79$ for the most luxurious Suite of rooms in the hotel network (at 33)
- Ordered more than 1,000 rooms, otherwise they would have been free
- Added 10,000 followers in Twitter and 5000 fans on Facebook for a day

At the end of it all the annual turnover was of 240 million dollars. (Techcrunch 2010)

And the last one, but not the worst one is the case study of Coffee Groundz:

- Used channel: Twitter
- Used it as a direct channel for orders.
- Sales and market share increased by 25%
- The annual turnover of 25 million$

PICTURE 7. The official page of Coffee Groundz on Twitter (Twitter 2014)

Option 1: I want to have coffee with friends, I write on their Twitter Table 5 hours, four espresso and good music».

Option 2: they are monitoring tweets local people about the desire to drink coffee. They were asked where they are on Twitter, and brought them to place an order.

In my opinion, this Twitter account was unique. The company was able to get orders and locations from customers in frameworks of only one social network. There were two options: you can mention their account with the symbol "@" (at) and write, that you want four espressos and good music at 17:00 what equals a real booking, or just write in your timeline, that you want a cup of coffee because they were monitoring local people tweets and answering to them with requests for time and location. Besides the direct orders, account was full of "happy information". They were talking about local events in the state, helped to find the missing people, helped to other companies or people under any questions. It was not just an account of coffee shop. It was like a real, kind, sympathetic and cheerful person. And finally, in 2009,

this shop was the best in the state and they were the winners of Texas Social Media Award in 2009 (Staurus.net 2013).

Examples, that I described above are not only for acquaintance. There was an example of using of SMM by the representative of so called "large business" (Blendtec) and the case study of coffee shop, which may be classified as a representative of "small business" just because it's a single coffee shop. SMM may be flexible and it may leave a good emotional background, what is really important in the era of relations. It is also good because the more such examples, more sources of inspiration for those, who only dream to start their own business.

2.3 Types of business which are compatible with SMM

At the moment I already reviewed several reasons why social media marketing may be useful for different types of business, bring a fresh wave into company style, and upgrade connections between business and customers to a new level. Moreover I revealed three case studies which show that SMM is a good way for companies of any class to show their creativity. For some of them it is a chance to announce about themselves, for others it's a new way to arrange customers support and get a feedback about their products and services really fast. And it seems like SMM may be suitable for anyone. It would be great, but unfortunately it is not so. At the very beginning it is very important to define which type of business do you have. Does your company really has a needing to enter the world of social networks? What if no? According to Cossa.ru (2013) high social network activity is displayed by representatives of the following areas of:

Big business:
- developers and property developers
- producers
- banks and other financial institutions
- cinema studios
- network operators services
- trade network

Small and medium business:
- trade
- local producers
- services (beauty salons, fitness clubs and so on)

- tourism sector

Internet-business
- Internet-shops
- online services
- online startups
- discount aggregators

B2B-sector:
- advertising services;
- IT solutions;
- financial and legal services;
- HR-agencies.

For whom is SMM ineffective? Speaking about the sectors that are well suited for promotion in social networks, not to mention those aspects for which SMM ineffective. In most cases for companies engaged in costly specialized b2b activities, the promotion of social networks will not bring results. First of all these industries can be attributed to the construction sector and industry. Here's the list of spheres for which SMM works poorly:

- Companies from this sector, it is difficult to target advertising campaign of the very people who make the decision on purchase.
- In the above-mentioned spheres solutions traditionally accepted on results of personal meetings where people speak conditions and conclude agreements. This is due to the limitation of both demand and supply.
- The complexity of generation of thematic content: themselves named the industry have little potentially interesting audience of newsworthy information.
- For this sector will be more effective promotion through trade media (including online), search and contextual advertising. (Cossa.ru 2013.)

Business with spontaneous transaction. Bright example of such business with spontaneous transactions are taxi services. When a person wants to call a car, he or she finds trusted service in a phone, or takes on a search engine query, such as «taxi Moscow». And even if a per-

son is subscribed to a blog of this taxi or to a group of the loyal clients of this service - it will not affect his or her choice.

Implementation of low-quality products. One of the features of social networking is that people are very difficult to mislead. In the traditional media people, as a rule, do not have the possibility to share their experiences with other viewers or readers. In social networks if only one user just discovered that promoted goods or service have serious drawbacks, he or she will immediately tell you about it in the comments or in other communities, blogs, forums. Promotion of the product, which is obviously uninteresting, or poor quality has serious flaws, and it could provoke an effect opposite to the expected one, a strong wave of negativity.

2.4 Tasks of SMM campaign

According to Welcomseo (2013) from the point of view of marketing, social networking and universal environment are connected pretty close. Various tasks, from sales to branding can be addressed here. Business representatives often come in a social network. It would be a mistake to think that a social network is suitable solely for solving PR-tasks. They can also be effectively used as a separate sales channel. There are a few basic marketing mechanisms specific to that environment.

Traffic donation: this approach to sales is most common in a community, the user receives information about the product, as well as a link to the selling page of your company website or online shop. Thus there is a distribution of roles: a community acts as the seller and selling site - the role of cashier.

Autonomous trade: user performs the whole cycle of buying, without leaving the social network. For example, when being in the community, he receives all information about the product and finds manager's telephone number or a special widget which is an interactive element that performs a specific function, for example, may be the order form.

Another example: when the application has all the functionality of the Internet-shop, a user can view the catalogue, to add favorite items to cart and make the order. In some social networks in particular, in the «Vkontakte» it is possible to integrate into applications such payment system.

The advantage of this method is that you do not force the user to navigate to external sites. The more steps buyers have to pass from making purchasing decisions to purchase, the less probability that the purchase will be done. In case of using the mechanism of autonomous trade, these steps are reduced.

Re-sales: in most cases a buyer who has made only one purchase and never returns, is useless buyer. It is even possible that the cost of his or her attraction was higher than the profit. Of course, for most businesses those buyers who will constantly go back and make new purchases are more valuable. Social networking perfectly solves the task of forming a pool of loyal users. Once a man came into your community, subscribed to your blog or any other channel, you get the opportunity to tell him about news, bestsellers, special promotions. In the end, you always in touch with him, and number of repeat sales may increase.

Recommendation: another format of sales through social networking - guidance opinion leaders. Opinion leaders are people whose opinion is maximum authoritative for their audience, for example, popular bloggers. Recommendation from such person can create a wave of sales, so it is important to carry out permanent work with the opinion leaders of your audience.

Branding: of course, if we talk about the environment with tens of millions of people, this environment is perfect for branding. Social media has all opportunities to increase brand awareness, inform users about the company and its products, increase brand loyalty. The level of difficulty and length of branding stage depends on chosen social network and its facilities. For example in Twitter you are able to personalize only the background, avatar(logo), picture on the top of the page end the title, but in such social networks as Facebook personalization facilities are much more wider. There you can change logo, background, page layout, create a history feed, add audio, video and so on.

Neutralization of the negative. There is a lot of negative information in social networks and in particular in the blogs. For this there are a number of reasons: first unfriendly attitude of online users, the rapid spread of information, low sense of responsibility associated with anonymity. There are three main types of network negativity:

- Natural negativity: user experience of interaction with the company and remained dissatisfied.

- Trolling. A user just want to write about a company in a bad way to make loyal customers and administration of a group angry. This negative, as a rule, is not grounded and has no basis.

- Directional negativity. When a campaign is managed by someone, for example, competitors or enemies and developed to create a negative image of a company-victim. This is often seen in the form of fake negative reviews about the company and its products.

For each of these steps there are its own methods of neutralization, the use of which allows to eliminate them or to reduce sharply. Negative information is spreading rapidly across the network and can have a serious effect on the company, its reputation and sales. There are instances when a bad rumor completely destroyed the business. Therefore, it is crucial to detect the emergence of negative and correctly to fight with it.

2.5 Strategy and steps

The description in this chapter about the main points in developing of social media marketing strategy and the following steps are based on the book "Marketing in social networks" (Khalilov 2013). I decided to do it for several reasons:

This chapter is recommendation for developing the strategy and going through the stages. No doubts, that it should be based on authoritative source. But one of the problems for social media marketing is that every source becomes irrelevant with the time because of changes in social networks, trends and appreciates. Specialists in SMM prefer searching for information on specialized websites, such as Likeni.ru and Cossa.ru in Russia. The negative moment is that the essence and contents of many articles cross between each other. The reason is that the sphere of SMM still be not so well developed in Russia and there are no so many well-qualified specialists, who are ready to share their experience. The most known activist is Damir Khalilov.

Damir Khalilov is the owner and chairman of Social Media Agency GreenPR. He works over 12 years in the field of Internet marketing. Being one of the pioneers in the sphere, he started to work in the field of social networks in the end of 2006 and founded the first in Russia SMM-Agency GreenPR. Today GreenPR has conducted more than 700 successful campaigns

among clients of GreenPR such as companies Xerox, Sony Pictures, BenQ, Stockholm School of Economics, Valio, Bank Saint-Petersburg. The author and the host of open and corporate trainings is dedicated to the promotion of business in social networks. There were more than 2,500 students training «social media marketing». Training was conducted for such companies as «Kaspersky Lab», IKEA, Raiffeisen-Bank, ROSBANK, Bank Vozrozhdenie, Rostelecom, SoftKey, Bosh, Carlsberg, publishing house EKSMO, Mann, Ivanov-Ferber and Reepol-classic, the British Embassy in Russia. (Mann, Ivanov and Ferber 2013.)

The number of his students and his experience shows one very important feature of the SMM blogosphere in Russia – many articles have been written by him or his students after the graduating and during the process of work. Of course, there are more or less different approaches, but the basics are the same pretty often. But thanks to Damir, in 2013 Russian SMM community got a really unique book about this field. It includes his enormous experience in the Internet-marketing and useful knowledge from articles. It has been written in 2013 and that's why it still be quite relevant at the present moment. It is also very important that it has been written in Russian environment with using of case-studies based on the most popular social networks in the world and in Russia in particular. I took this book as a guide for the whole work, because it contains a plenty of cases and instructions based on Damir's experience and success of companies which were using his approaches. I combined it with cases of companies which were successful in the sphere of SMM, and used also my own experience from the previous job (SMM in Nokia Russia). The result that I wanted to get is a clear instruction for Grafical, Kruunupuisto and newbies in SMM which may be useful during the work with Russian market.

The description in this chapter about the tasks, steps and strategies of social media marketing is based on the recommendations of Khalilov (2013). Joining social networks should be intelligent and well planned, with clear objectives. It does not matter, whether you will do everything at home or attract third parties in any case, the strategy will structure the work to control the process and to track operational efficiency.

Below there is a step-by-step algorithm, according to which it is possible to develop its own strategy of promotion in social networks. Algorithm may be different, the main thing is that in the end you got the answers to four key questions:

- Why to do it?

- For whom?

- What to do?

- Where to do?

Step 1. Identification of the target audience

One of the most important stages in the development of the strategy is the portrait of the target audience. To do this you need to answer a number of questions:

- Geography. Where are your potential customers?

- Socio-demographic characteristics. What is sex, age, marital status, occupation, education, income level of the target audience?

- Interests, Hobbies. What can attract the audience, and get the attention, what other products and services audience needs?

Because in the future, these characteristics will be used for targeted advertisement campaigns, the answers to the questions must be very clear. It is not enough for SMM if you would define only «ambitious young men and women who are interested in fashion» as your target audience.

Here is an example of a portrait of the target audience for the shops of sports and women's clothing.

Who: women from 27 to 29 years.

• Geography: Moscow, Moscow region, St. Petersburg, Nizhny Novgorod, Tver (where branches).

• Marital status: any.

• Level of income: the average.

• Post and education: any.

• Interests: sports, healthy way of life, running, fitness, yoga, shaping.

Step 2. The definition of the key objectives of the campaign

We need to understand what is the task or multiple tasks that are the most relevant to your business. Further steps in the campaign will depend on this.

A very common mistake when the company is in a social network just for being there. The result is empty and meaningless community, dead blogs, indifferent audience and, of course, zero effectiveness. Any marketing activity must be aimed at a specific result.

It is important to ensure that the tasks you set before SMM campaign eventually worked for your global business goals. For example, if the primary business purpose is increase of sales, the task of SMM campaign traffic (number of visits on a website) will be relevant only in the case when this traffic will be converted into buyers.

Step 3. The selection of sites with high concentration of target audience

After the audience is defined, you must understand where it is concentrated globally and locally («Vkontakte», Facebook, LiveJournal, or communities within social networks, blogs, forums).

There are several approaches.

• Analysis of statistical local areas. For a lot of places (blogs and forums) statistics are available, open for scrutiny. This data allow us to understand where it is better to find the target audience. Statistics also have communities in Vkontakte and Facebook, by default it is available only to administrators, but they can provide you with access, if you manage to get them interested in possible cooperation.

• Analysis of the topics that are discussed on the site, namely how they correspond to the interests of your target audience.

• Analysis of socio-demographic portrait of the audience. Many sites will post on the website audience for advertisers. Accordingly, an estimate of how this portrait corresponds to the portrait of the target audience.

• Specific functionality. In Vkontakte.ru and Facebook, there is an opportunity to enter settings for a specific audience and to know how many registered network members meet them.

In addition, we must mention the important social network format «circular»promotion. In classical marketing, there is the so-called law of three contacts: to remember the brand (product, event information, and so on), everyone need at least three contacts (touches) with advertisement. In social networks, the situation is similar. The more will be the number of networks, from which the user receives your information, the greater the likelihood that he would learn and, accordingly, will be a step closer to making a purchase decision (or other target action for you).

Therefore, the higher the number of your sites, to which you are subscribed, the more he perceives and remembers your information. The principle of circular promotion is to be active on all major platforms and talk about all of them in each community. For example, in the «Vkontakte» you should mention Twitter sometimes, Twitter has to announce a blog post, the blog to talk about the YouTube channel and so on. The result will be a partial exchange of audiences between your communities.

Among other things, the advantage of this approach is that you give the user the possibility to choose the platform that is the most comfortable for him, and do not impose the only option.

Step 4. Determining the behavioral characteristics of the audience

In order to choose the correct format of promotion, to understand what content will be of interest to your potential customers, and to determine the policy of community management, it is necessary to understand, which template of online behavior is peculiar to this audience.

There are three basic behavioural categories of users:

• passive observers;

• participants of the discussions;

• content generators.

For example, in the Telecom topics (mobile phones, gadgets and so on) has highest concentration of generators of content: people tend to blog, post, to start discussing something. In Finance (banks, insurance operators, brokerage companies) there are a lot of participants of the discussions; here users are not so active in content generation, but often join the already ongoing discussions .

Retail sector is dominated by passive observers: users perceive the information, but are rarely active.

Depending on which category the individual belongs to, you may adapt it to your campaign. So, if you know that the core audience includes generators, you need to create a network of communities, prepare them, to fill some initial content, and then the users themselves will revive. Accordingly, the most important task in this case is to give people the opportunity to speak.

If your users are members of discussions, inter alia, the need arises to conduct community-management - open a new topic and give the user the initial impulse to continue the discussion.

If most of the community are passive observers, you must transmit information and create the activity, and users will only watch and take note. There is a common opinion that the passive observers are useless for marketing task. In fact it is not - they, despite their offishness are the same customers, like all the rest, the flow of traffic and the conversion of the sale of such communities are usually corresponding to average indicators.

Step 5. Develop a content strategy

The basis for promotion are the materials that you will publish in the process of the campaign. No way it is impossible to interest the person if he is indifferent, whether articles, videos or photos. It is therefore necessary to plan a content strategy based on the interests of the target audience.

The content elements of the strategy are:

• main themes of publications;

• frequency of publication;

• stylistics of publications;

• the time of the publication;

• the ratio of promopost and neutral positions.

A common mistake in working with content is to duplicate it on all platforms (the so-called «cross-posting»). This approach significantly reduces the effectiveness and, as a rule, causes the audience's rejection. For each site there is its own optimal format of materials. You should remember, that if you use social networks such ad Facebook or Odnoklassniki you should write short articles with questions which will provoke users to start a discussion, but if you use Twitter, your possibilities are limited by the length of messages (140 symbols) and if you use YouTube you should care about the quality of the video content.

Step 6. Required resources

As a rule, the promotion of social networks requires two kinds of resources - is:

• temporary resources (i.e. time, your employees);

• material resources (the cost of advertising and outsourcing).

It would be appropriate if you pre-determine the need for campaign resources. Forecasting of advertising expenses we'll get to a little later. More often outsourcing encompasses the following activities:

• designing communities;

• creating applications;

• writing posts.

Step 7. Calendar plan

While there is no concrete schedule and timing for each activity, the strategy cannot be considered ready for implementation. I suggest to use a calendar plan. A calendar plan is a scheme in which there is the scheduled date for all major actions in chronological order, in particular:

- launch activities in each of the networks;

- deadline for each event;

- schedule of publication of materials;

- measurement of key metrics.

I recommend to enter the data from the calendar plan in any project management system, for example, Basecamp, Megaplan and others In this case the contractor will receive reminders about the start of certain activities and second, it can be clearly tracked (progress, problems) and measured.

Step 8. Performance evaluation and steps to start.

As with any other marketing tool, SMM requires constant adjustments and optimization. So with a certain frequency, it is necessary to analyze the results achieved and on the basis of that to adjust the campaign.

It makes sense to track comparative conversion of visitors from different sources: from social networks, blogs, search engines, and contextual advertising. It would help to know which sources are the most effective, what needs to be improved, as well as to assess how cost-effective is the use of a tool. At constant analysis for all financial instruments it'll be easier to define the right way of investing.

15 steps to start the campaign in Social Media Marketing

1. Make a list of priority tasks that you plan to solve through social networks.

2. Define the characteristics of your target audience: social-demographic, behavioral, psycho-logical, professional.

3. In accordance with the indices of concentration of the target audience determine what so-cial networking is the most appropriate to promote.

4. Register a profile or community at selected sites.

5. Find sites (community, blogs, forums), where you already have your target audience.

6. Determine the nature of the activity of your audience at these sites: passive observers, par-ticipants of the discussions or content generators.

7. Choose the style of information presentation, which will be the most suitable for your CA (formal, moderately informal, professional, informal and so on).

8. Determine what topics are of most interest to your audience.

9. Make a list of twenty topics that are interesting for your audience.

10. Make a list of the key vectors of the content for the campaign.

11. Make a list of headers of the twenty first post.

12. Define the frequency of publication for each site.

13. Establish a system of metrics that will show progress in solving the tasks put before the campaign objectives.

14. Identify human resources that will be needed to implement the campaign. Decide whether you will be campaigning yourself or outsource it.

15. Calculate an indicative budget for the campaign.

2.6 Metrics of SMM

Babkee: one of the systems of monitoring of social networks with the possibility of free use. If the majority of these services are free period limited to 2 weeks, then Babkee it's permanent.
The system is positioned as a unique service to assess the significance of the message - counting of what its potential audience. Users of the corporate subscription services are provided with personal advisor. Cost: from 0 to 29 900 rubles. (Babkee 2014.)

Brandspotter: the system provides as standard - definition of emotional colouring of statements, statistics on topics, platforms, authors, compared with competitors. The project involved people with outstanding biographies. Cost: from 31 to 42 500 000 per month. There is a one-month free trial period. (Brandspotter 2014.)

BuzzLook: the system is a panel to handle references in social media, on the forums, YouTube, and Flickr. With its help it is possible to monitor the reputation of company and competitors ' activities, to collect suggestions from our customers and maintain an online community of the brand. The service provides a free, 14-day testing, then you can choose one of the 3 service tariffs. Available in the website search, allowing in real time to find references to interesting words in 6 social networks. (BuzzLook 2014.)

Buzzware: the system developed by the research company Net Mind, allows you to monitor opinions about the brand, expressed by users in social networks and blogs, tracking data in retrospect (up to 1 year). «The reception of requests for invites temporarily suspended,» - said the announcement on the main page of the site. However, the creators are ready to provide accounts individually after the written appeal. (Buzzware 2014)

IQBuzz: the system carries out a 24-hour monitoring of social networks to obtain information in real time. There is a possibility of collective work with the service, and the share of the analyzed data for all comers. The system determines the pitch of user reports, analyzes the socio-demographic characteristics of their authors on the basis of information from the profiles of social networks. On the website of the system indicated that there is a possibility of free testing for 7 days. Cost: from 3 up to 500 21 000 rubles per month. (IQBuzz 2014.)

Cribrum: the system allows to monitor and analyze the mention of the brand, products or services, key persons, events, geographical names. Automatic algorithm allows to evaluate the emotional statements and build interactive reports. The system eliminates spam messages and those in which the brand is mentioned in passing, for example, posts like «let's meet tomorrow at 8 Alfa-Bank». The distinctive quality of the system's creators call special linguistic technology, which: true handles phrase with negation (for example, the phrase «I thought that would be a good Bank, and it turned out that there» will be perceived as a negative review, despite the presence of the word «good»); highlights characteristics of each object in a complex sentences (as in the phrase «this provider high speed, but tech support is not good» will be noted both positive and negative feedback);
perceives gain and comparison. All the information shows in the system within 2 to 4 hours after their publication, allowing near real-time to work with references. Cost: set individually, depending on the selected parameters. Has no demo period. (Cribrum 2014.)

SemanticForce: distinctive features of system - linguistic algorithm, providing high relevance of obtained data, monitoring unstructured sources - for example, comments by online media and Internet-stores, more than 20 types of analytical reports. SemanticForce integrated with external systems: KLOUT, Copiny, GoogleAnalytics. (SemanticForce 2014.)

Wobot: the creators of the system argue that using Wobot you can find the maximum number of references. This is due largely to the fact that service allows to trace the retrospective opinions until 2005. Available with a broad set of metrics - involvement, social graph of users,

size of the audience. Mechanism of the system, allowing to define the tone of the message, self-learning. You can add personal metrics on request. Available with a 14-day free demo rate. Cost: from 7 500 to 29 500 rubles. Individual tariff is paid by agreement. (Wobot 2014.)

YouScan: the system provides reports on the number of message mentioning keywords, author, source, tonality. It is possible to organize joint simultaneous work of several employees in the system. The first 14 days of work in the system is free of charge. Price: from $1 990 to $14 990 per year. According to Alexey Orapa of YouScan, paid accounts provide the ability to monitor more, the access to them is available to more users. Also in free systems there is a limit to the number that can be stored in the system, and the commercial building up a huge array of data.(YouScan 2014.)

3 THE GROUP FOR KRUUNUPUISTO HOTEL

3.1 Steps of SMM

The following chapter is designed to reflect the experience of social networking. It's based on recommendations written above. Due to the fact, that Kruunupuisto Hotel is a client of advert-agency Grafical Oy, which was my place of practice, I've got an information about plans of company to enter the market of Russian market. I decided to take this case for my practice. The outcome of this practice is a fully-working model of group in a social network, called "Odnoklassniki". It's worth to mention that it was non-paid practice and I used only free tools during the managing of the group, but It has been made according to the rules and recommendations given by authoritative internet-sources and books. That is the reason, why I call it a model at the moment of writing, but afterwards I'm going to contact Kruunupuisto to figure out details of the partnership in future.

Step.1. Target audience

First of all I was looking for information about clients of the hotel and ways to systematize everything. There's no any strict positioning of the hotel, such as "hotel for young travelers" or something like that. To define the audience it was very useful to visit official page of the hotel on Booking.com.

Online hotel reservation system Booking.com without exaggeration can be called the most popular online service for independent research and reservation of hotel accommodation worldwide. Daily people all over the world make reservations for more than 300 thousand nights. It is 3 nights per second. (Tonkosti.)

As you you can see, this service is very popular among tourists and that is why it is popular among hotels. The system of booking on this website had been built so, that every client gets an email with a request to leave feedback. It helps customers to remember about such an important thing for hotels. When you register, the system asks you to leave some details about yourself to show it, when you leave feedback, but it's possible to correct this info later. There I figured out the audience at the moment and combined it with the plan of Kruunupuisto to enter the market of St. Petersburg and Moscow.

Who: married couples 48-60 years or families 28-35 with kids.

Geography: Moscow, Moscow region, St. Petersburg, Leningrad region)

Level of income: average

Work and education: any

Interests: fishing, hiking, spa and recreation, nature, quiet and family time spending

Step. 2. Targets.

Due to the reason, that the group has been made by myself and absolutely for free, the main purpose of my group – to gather people form relevant groups and resources, introduce the hotel, be in touch and answer their questions. I think, it is possible to call increasing of brand awareness as the purpose of the group.

Step. 3. Social network selection.

Of course, in the world of social networks there is an indisputable leader. It is Facebook. But there are some exceptions in this sphere as everywhere. For a number of reasons in some counties, such as Brazil, China, Japan, Russia and others it's possible to see other social networks on the top. For example in Russia the absolute leader is Vkontatke.ru. According to my free questionnaire-comparison made several years ago and opinions of my friends and their friends too, Vkontakte is more appreciable for Russian users because of more understandable layout without any excess information, integrated music, video and documents "clouds", which allow users listen to music, watch videos and exchange documents without using of

any other services, such as YouTube (to watch video). Below you can see the infographic about the spread of social networks in the world. It shows, that the most popular social network is Vkontakte, Odnoklassniki is on the second place and Facebook got only third. I guess, that one of the reasons also may be the fact, that Vkontakte and Odnoklassniki with support of Russian language appeared earlier, than Facebook got their own Russian version of the website.
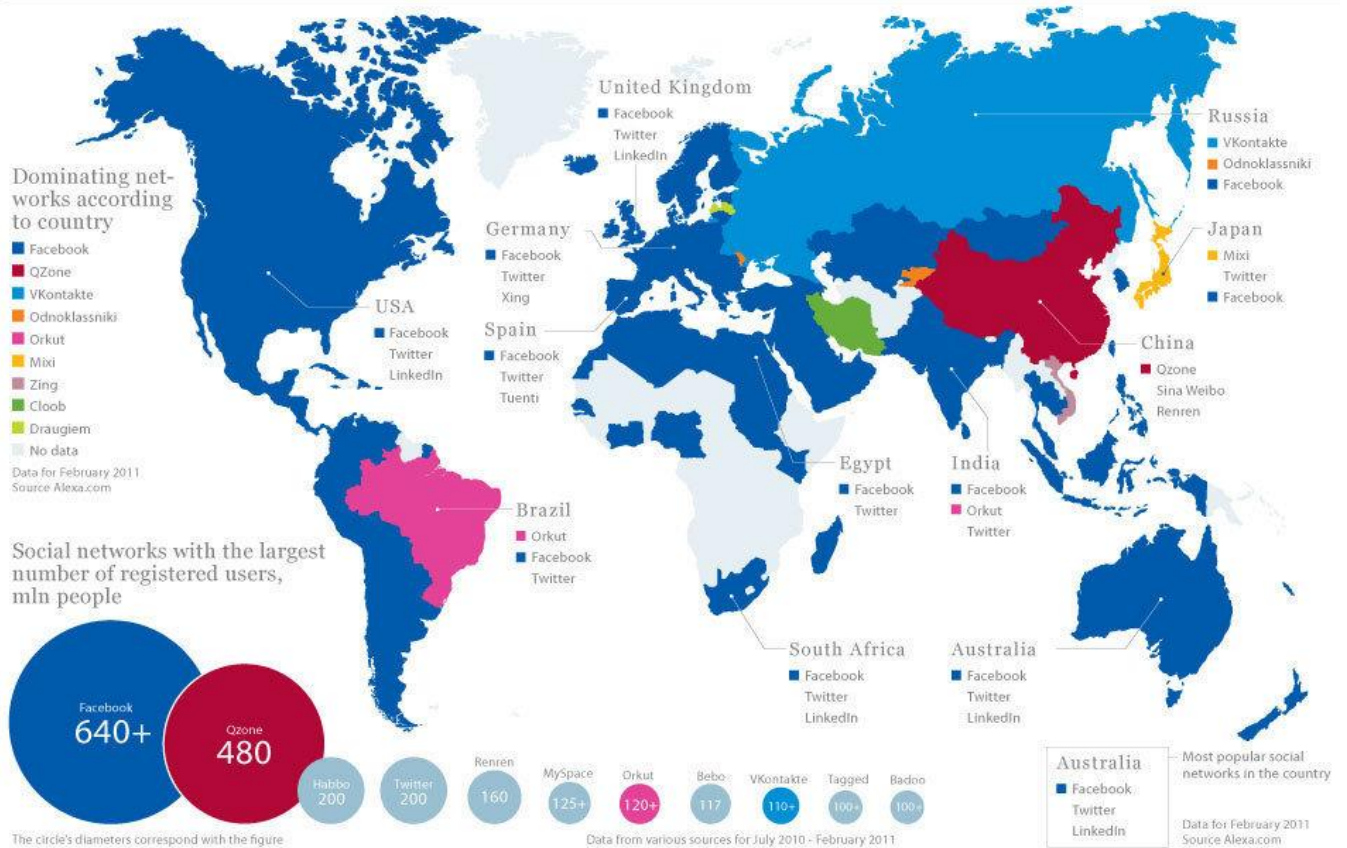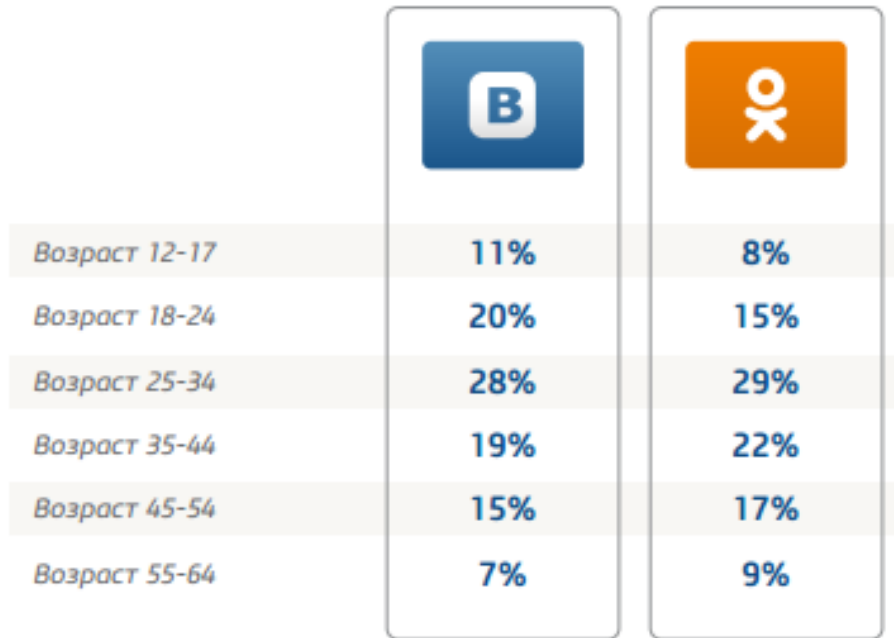

PICTURE 8. The spread of social networks around the world. (RIA 2011)

When I got two leaders in the entertainment of social networks in Russia, I decided to compare the audience in age, to understand which one of two social networks is more suitable to create the group. In picture 9 you can find the comparison between Vkontake and Odnoklassniki which is shown in group ages and percentage. It is visible, that at the moment of January 2014 audience of Vkontakte is younger, than Odnoklassniki audience. And as an additional interesting fact, in picture 10 you can find a time metrics of these services. It shows, that average time of using per visit is better for Odnoklassniki , because it has got 20.3 minutes per visit vs. 9.7minutes for Vkontakte.ru, and number of viewed pages per month also is better for Odnoklassniki. (64,3 millions vs. 37.1 millions on Vkontakte.ru). Average number of vis-

its per user is lower (31,2 visits per user vs. 39,2 visits per user). Despite this fact, eventually I chose Odnoklassniki, because it is more suitable for me with its audience and as a good feature people spend more time there per visit.

	ВКонтакте	Одноклассники
Возраст 12-17	11%	8%
Возраст 18-24	20%	15%
Возраст 25-34	28%	29%
Возраст 35-44	19%	22%
Возраст 45-54	15%	17%
Возраст 55-64	7%	9%

PICTURE 9. Age groups and percantage of Vkontatke.ru and Odnoklassniki.ru (Mail.ru 2014a)

	Среднее число минут на визит	Среднее число визитов на пользователя	Количество просмотренных страниц за месяц
Одноклассники	20,3	31,2	64,3 млн
ВКонтакте	9,7	39,2	37,1 млн

PICTURE 10. Statistics of visits and time of Vkontatke.ru and Odnoklassniki.ru (Mail.ru 2014b)

Step 4. Definition of behavior of the audience.

According to the recommendations written before and available features of chosen social network I decided to focus on content of the group. Odnoklassniki is not just a platform for

discussions. Everyone may see it in comparison with Livejournal, where text is the main content. It's quite easy to understand, because when you post a text with any picture in a news feed, photo takes a lot of place on the post, and finally there is not such a big area provided for text. In its turn in means, that it's much more easier to make a post more visible in a news feed just with adding of picture. After that I just went through my news feed and I found, that I saw about 100 posts a minute ago and there were no posts without a picture. There were no posts with discussions. People were passive there. Also, according to the specific of the group (brand promotion), users are not allowed to post anything on the wall, so it's impossible to generate content there (only comment). It means, that the most of users of the group are passive, but however, they're still allowed to comment posts, photos and videos there, starting some discussions to avoid inappropriate content.

Step 5. Content strategy

Main themes of publications: tourism, interesting facts about Finland, hotel facilities, news of Savonlinna and Saimaa region, special offers. Non-thematic posts are necessary.

The frequency of the publications: Actually there are no any rules how many posts should be in a group per day, but it's highly recommended not to post more than 3-4 times per day. Otherwise, your content may became annoying , when user comes to chat with friends and get some news, but the news feed is overloaded with advert-posts of one company. We decided to make a kind of experiment with a flexible timetable. At the moment the most suitable timetable is: Mon-Wed 2-3 posts and Tue-Sun only one post per day, but it may be changed because of celebrations or hotel's events.

Publications style: positive posts to cheer up, and interesting facts. Every post should contain a picture to be more attractive. In the end of every post there should be a question. It's enough just to ask: "What do you think about that?", but it's very important. It shows to all participants of the group, that their opinion and their personality are very important for the hotel and we want to know all about them. Such posts with questions also provoke users to start a discussion of something, what in turn allows administration of the group to keep in touch with people and create an friendly atmosphere. Actually, in my opinion, as an active user of social networks, such details are very important. Sometimes I go to the official group of Nokia or HP just to talk with representatives of these companies, because it's very pleasant, when you know, that they're interested in your opinion. I guess, that everyone can imagine that.

Time of publication: depends on the timetable, but usually one in the morning and one in the evening when the most of people in required regions just woke up or already came home.

Proportion of posts: approximately one promo post per every 4.

Step 6. Metrics systems

At the moment, because of the main purpose of the group, I use built-in statistics tools of Od-noklassniki. It allows me to collect a huge range of statistics, such as number of participants, gender proportions, geography, number of views, number of content generators etc.

Step 7. Resources

As I said above, this project is free and there is no any expenses for advertisement in relevant groups, targeting and so on. I spend only my personal time. I set a schedule for myself. According to this schedule I spend 20 - 25 minutes per day. 5 in the morning, 5 at the lunch time, 10-15 in the evening. In the evening I post information in the group, in the middle of the day I check the number of views, likes and comments, in the evening I post, after that short monitoring of the day and preparation of post for tomorrow.

Step 8. Calendar Plan

At the present moment when I, write the thesis, there is no any calendar plan for the group, because the decision will be only when the contact person of Kruunupuisto will approve the work

Step 9. Evaluation of the effectiveness

Because of the fact, that this project is not just a practice, but it is also a kind of test of Od-noklassniki features and possibilities, I decided to make the measurements of progress weekly and monthly. The group has been created on 03.03.2014 and all the statistics below are taken on 31.03.2014. So, the period of measurement is close to one month and I tried to collect all the statistics in one graph, using only built-in tools of Odnoklassniki.ru. Unfortunately, statistics tools has been revealed quite recently and at the moment it is on the stage of beta-testing.

It means, that functionality and features are limited. It still shows not a wide range of details, but, almost all the precision tools of measuremetns are not available for free. However, on the graph below we can see some results:
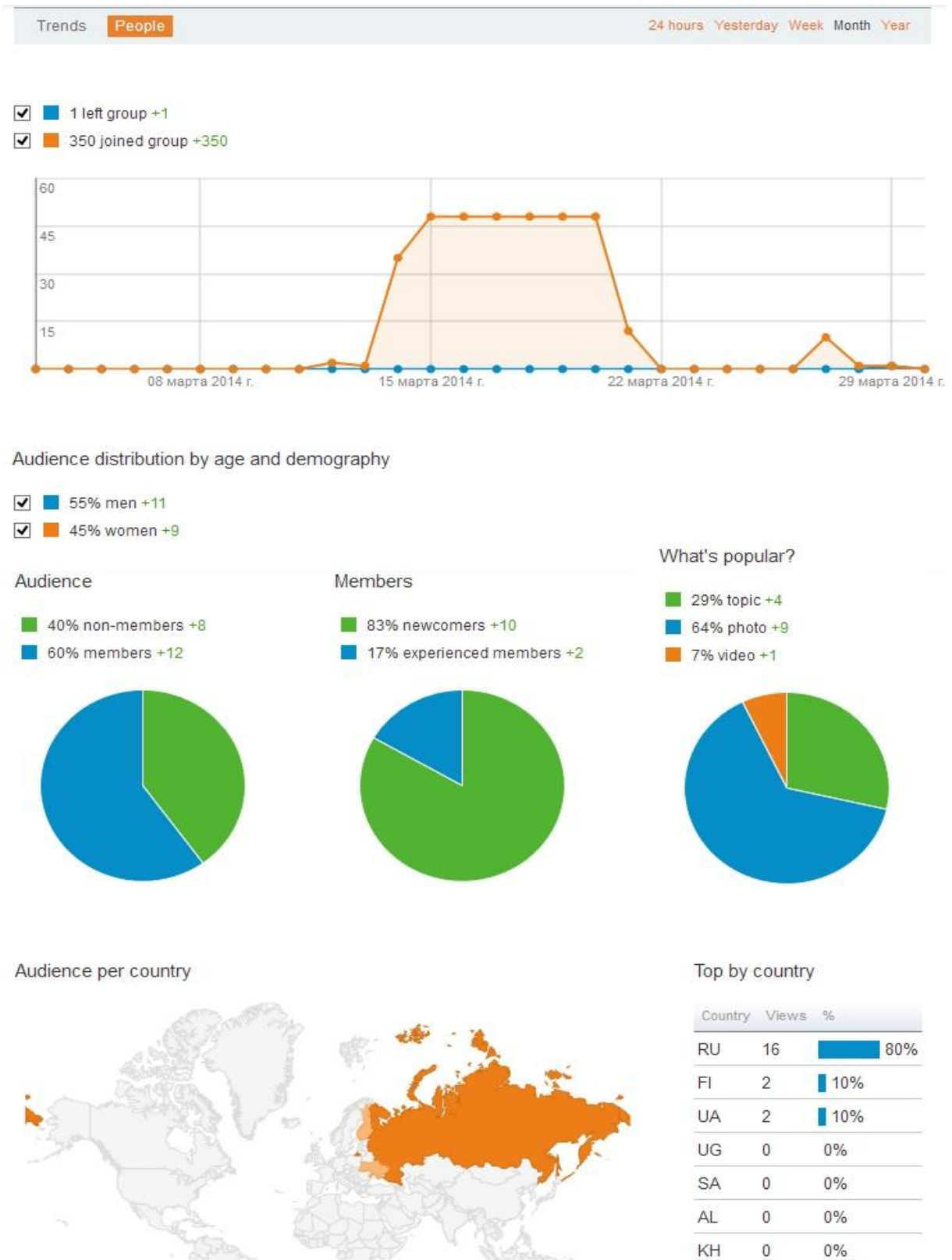

Figure 1. Statistics of the group "Kruunupuisto Hotel" on Odnoklassniki.ru

As you can see, for a month I've got 350 new users, using only free tools of promotion. To attract people I personally visited a plenty of relevant groups, such as "Travelers club", "Finland" etc. There I was looking for my target audience and their habits. At the very beginning it was pretty hard to attract people, because there were not so many members in the group. Because of it I can recommend to invite your friends, their friends or relatives to make an effect of "fake activity". More members a group has, more newbies it gets. This graph also shows us gender information, geographic information. We have got 2 persons even from Ukraine. Someone told about us to friends! By the way, we can see, that 40% of audience per post came outside of the group. It means, that some of our posts were popular in different corners of the social network. Also, we can see, that 64% of these posts were made using photos. It means, that attraction with picture still works and I can keep this, working further and trying new ways.

But as we can see, the graph is not well-detailed. There's only general information. I recommend to use external measurement (metrics) tools all the time, or at least while built-in tools are on the stage of beta-testing.

3.2 Possible problems

Despite the plenty of strengths of social media marketing, it still has some problems. It may be different and divided between SMM-agencies and their customers.

Not being up to date: as everything in nowadays world, social networks changes. You should know everything about platforms where you work, because one day administration may add something, one day, they may ban your group according to "new rules". It may cause some unexpected problems and changes. You should be ready for everything, including any cases of prohibition of services by government. For example: Twitter has been prohibited officially in Turkey in March 2014. For solution of such problems, in social networks there are also official communities. You can join it to be aware of everything about this service.

Competitors attacks.

Competitors may do their businesses in social networks dishonestly. One of way is to enter your community using fake-accounts, start to post inappropriate content there and then create a complain form with request for ban of your community. To avoid these problems, adminis-

trator of community should watch through the news feed periodically and delete any excess messages. If admin is not able to do this, community may be temporary frozen. In that case, administrator should contact technical specialist and find out the reason of block together, providing all the statistics and information of community.

Lack of professionals: the greater the demand, the greater the proposal. Market of SMM services grows and more and more companies need people, who will lead them through the world of SMM. But not all of them are real professionals. Of course, nobody needs any professional education exactly in this sphere, but, however, people, who are in charge of SMM campaign should be well-educated and polite. They should see content frameworks, or simply what is better no to post and vice versa. Posts should be grammatically correct and if there is some cases of negative feedback, administrator should be polite and smart to handle the situation in the right way. Grammatically incorrect message or just deleting of negative feedback may bring an negative effect. So, if you are going to buy SMM services, you should find a company with good reputation, or not very famous company, but control them very hard.

4 CONCLUSION

Social media marketing is a modern and prospective way to tell the world about your company. It has a plenty of strengths, such as wide audience coverage, targeting, pretty low enter threshold which allows to use this way of promotion not only for big companies, but also for middle and small businesses. Speaking about strengths it is also worth to say, that the higher creativity level of company the higher opportunities that they can get. Different social networking platforms may be used as trading areas, where company sells products directly in the group, or a way to buy a cup of coffee to go with delivery to your place. The process of study was quite hard and it took a lot of time and efforts because there is not much relevant literature and over time it becomes obsolete very fast, because of everyday changes in social networks. I used internet-resources, but unfortunately not all of them are really authoritative.

However, I collected a lot of information, statistics and cases to make a clear guidance, which definitely may be useful for my thesis employer – Grafical Oy. Their advertising services are spread in Savonlinna and a lot of their clients, more or less, are oriented on Russian customers. On the other hand, an empirical part of my thesis may be useful as a platform for promotion of Kruunupuisto Hotel – one of the clients of Grafical. According to their plans about promotion in Russia, I started to work on the group in Odnoklassniki.ru and created a fully-

working group, with detailed information about the hotel, photo and video content, members and daily activity.

Now they got a good basement for further development. The group is ready to use and has a number of followers. Now, following steps, described above and taking a look at my experience, Kruunupuisto is able to get the image of Odnoklassniki.ru and set a russian-speaking person in charge of handling of this group, who may be someone from the inside, or outside as a freelancer, and continue to attract more followers and subscribers, some of which may be converted into real customers.

For me it was a good experience. It was a chance to dive deeper into this theme and get a knowledge about sphere social networks and how this knowledge plus my experience of active user may be helpful in my future career or my own business.

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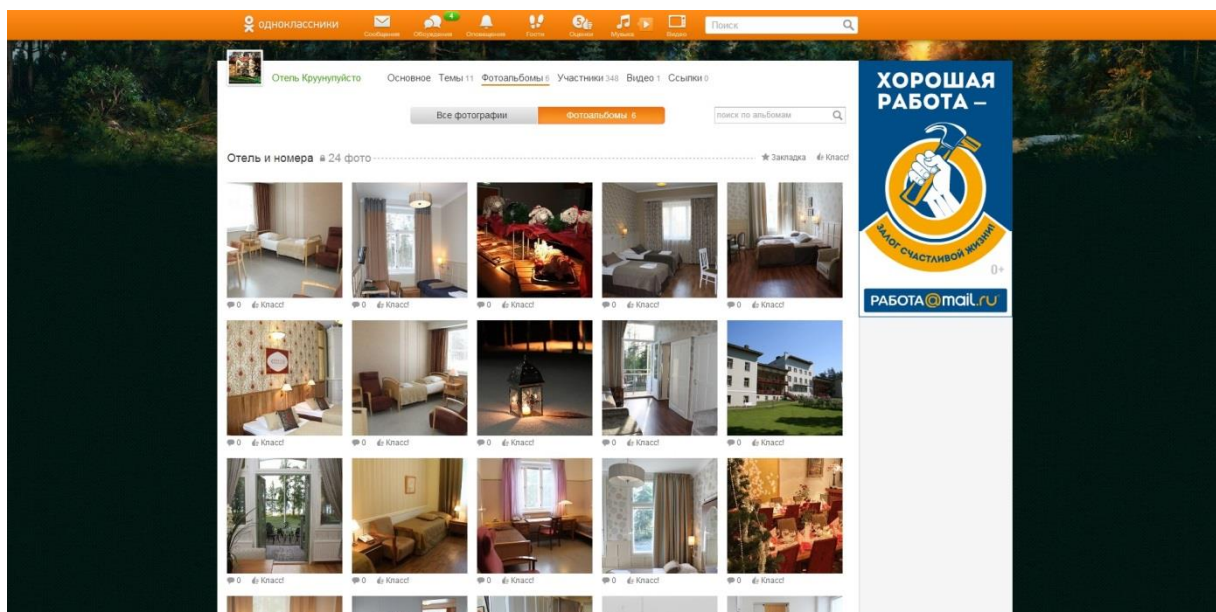YouTube. 2014. The official page of Blendtec. http://www.youtube.com/user/Blendtec. Updated 28.03.2014. Referred. 28.03.2014

Main page of the group of Kruunupuisto hotel
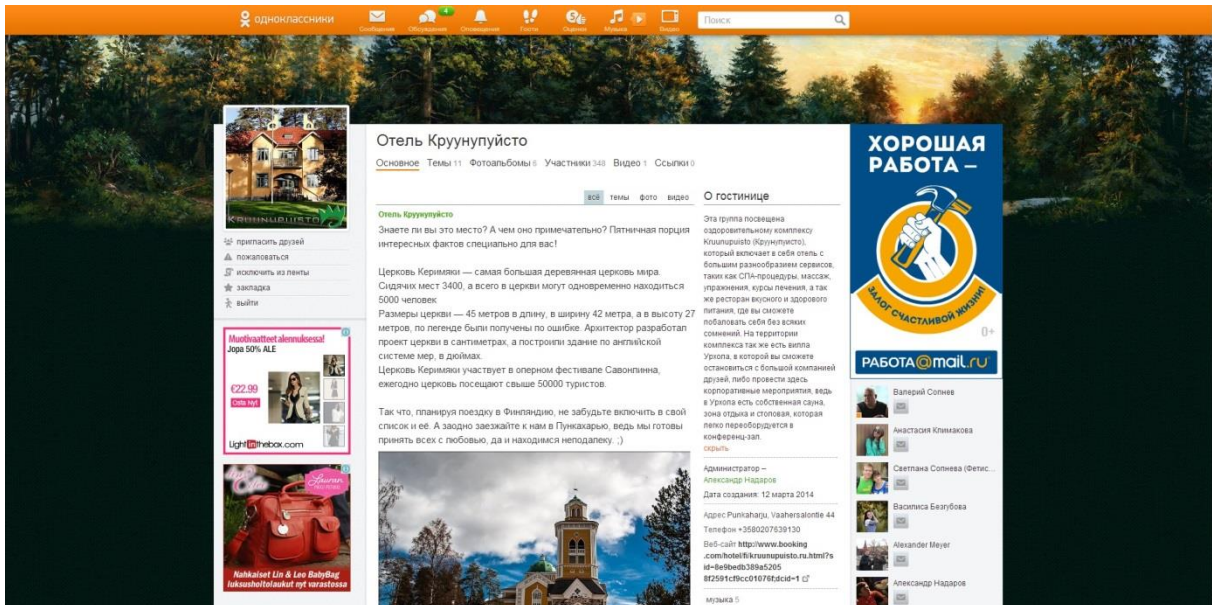
The logo is on left side. In the center – messaging box. On the screenshot there is a short story about Kerimäki church. In the right box – description of the hotel and contacts.

Photo albums

Here is a screenshot of the page which contains photo albums. Photos are intended to let customers to see the hotel from the inside (rooms, halls, SPA etc.). Also it contains photos of the territory, activities and events.