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DEVELOPMENT:  
SCIENTIFIC CURRENCIES AND SOLUTIONS»**

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## **SOCIAL NETWORKS AS A METHOD OF PROMOTING GOODS AND SERVICES**

Today, television, radio, the press and other traditional media have been replaced by Internet communication, including social networks. In today's society, social media is one of the leading marketing tools, as the number of Internet users in the world is increasing every day. Accordingly, the number of people who register on social networks is increasing. This trend is predictable because, according to A. Maslow's theory of motivation, a person has certain social needs, including communication, self-expression and other needs that can be easily met through social networks.

What is unique about social media is that they allow companies to interact directly with consumers without interfering with traditional marketing methods. For example, if a company creates a page of its product or service on a social network, users can leave their comments, recommendations, comments, ask questions and interact with each other to discuss the company, brand, product or service.

Social Media Marketing – it's a way to promote goods or services on social networks. The peculiarity of this type of marketing is that success depends on the popularity of specific users, on the knowledge of the target audience and communication skills. SMM tools are closer to TV shows, comedy and the art of direct sales than traditional marketing. Audience trust is hard to win and easy to lose. Aggressive cold sales won't work here, but long-term friendships and a deep understanding of the needs of the target audience are effective. Another complication of SMM marketing is that social networks are constantly changing the rules of the game: the algorithm for posting feeds, user recommendations, the weight of "likes" and sharing, statistical systems, as well as fines and bonus policies.

Effective implementation of SMM is an important factor in the successful promotion of a brand, product or company in the market. It aims to attract more and more followers, expand the target audience and develop, improve and protect the company's loyalty by building consumer loyalty to the brand. reputation.

In fact, SMM means regular, emotional and informational exchange with a specific target audience on the Internet. To do this, use a social network that reveals the basic ideas of business in the broadest sense and fully meets the needs and interests of potential customers and supporters.

For example, Facebook brought together young people, intellectuals, entrepreneurs, cultural figures and popular culture. Therefore, most experts believe that

the social network is the most profitable in terms of long-term strategy, in terms of effort, time and money invested.

Instagram is another powerful social community, characterized by young people, teenagers, students and schoolchildren who post their photos with descriptions. That is why such goods as clothes, shoes, jewelry, cosmetics, gadgets and accessories are successfully promoted here. I-services in the field of sports, healthy lifestyle, weight loss, active recreation, travel and organization of holidays and weddings.

Youtube allows you to post various videos and develop your own media channels on the Internet, which is very useful for those who are engaged in retail of consumer and consumer electronics, children's toys, cosmetics, furniture, jewelry and utensils or specializes in training, seminars and lectures.

Linkedin is a social network used to find and establish business contacts. Here it is best to establish contacts with partners, expand the scope of business abroad and find great professionals to work with your team.

Google + / Google My Business is a LinkedIn-like social network that is difficult to manage. There have been many changes and updates, but this network has never been included in the chat of active users. The main advantage is that you can communicate by e-mail, communicate between contacts, add business to the map and publish posts indexed by search engines.

Therefore, before deciding which network to start with and which network to follow, you need to carefully analyze the target audience, its needs, hobbies, goals and aspirations.

So, in my opinion, the effectiveness of the use of social networks depends entirely on the type of business, because SMM – promotion technologies don't require large investments, but do not have an instant effect and do not guarantee a quick solution. In some cases, the cost of Internet marketing can be 100% of the project budget, and in some cases only 5%. However, in addition to traditional tools, every company must use social platforms to promote its products.

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## **UNIQUENESS OF HOLISTIC MARKETING**

Holistic marketing is a fairly new direction that is changing the foundations of the traditional marketing concept. The holistic concept considers business as a single organism that includes the following components:

- integrated marketing, which aims to complement and enhance the marketing impact through appropriate methods [1] to create a bright and informative image of the company to the widest possible audience;

- internal marketing. All team members should be regarded as "internal customers" and ambassadors of the brand, which form their reputation among the entourage. Therefore, it's important to form loyalty among all employees of the company;