

## **ORGANIZATION OF MARKETING ACTIVITIES IN SOCIAL NETWORKS**

**Zaika O., assistant of Department of Marketing, Reputation and  
Customer Experience Management  
Bondarenko A., student  
State University of Biotechnology, Kharkiv, Ukraine**

Social media has become an integral part of our modern lives, changing the way we communicate, consume content, and shop. This trend is also of great importance for modern marketing since social networks have become a powerful tool for organizing the marketing activities of companies. In this article, we will consider the organization of marketing activities in social networks and the key aspects that should be taken into account.

The organization of marketing activities in social networks is an extremely relevant topic in the modern business environment. With the growing use of social media as a means of communication and content consumption, companies are increasingly using social media as part of their marketing strategy. The organization of marketing activities in social networks can have a significant impact on the performance of the company, its brand, customer acquisition, and sales.

One of the main arguments in favor of the relevance of this topic is that social networks have become an important channel of communication with the audience for many businesses. Thanks to social networks, companies can interact directly with their customers, learn their preferences and needs, receive feedback, and facilitate interaction. This provides opportunities for brand development, increased customer loyalty, and new engagement.

Starting marketing activities in social networks requires careful strategic planning. First of all, companies need to define their marketing goals and the objectives they want to achieve with social media. This could be increasing brand awareness, attracting new customers, improving customer engagement, increasing sales, etc. To achieve these goals, it is important to consider the specifics of each social network and its audience.

Recently, the issue of effective management of marketing functions has been in the field of view of scientists. It attracted the attention of one of the famous scientists in the field of marketing, Philip Kotler, who in his writings notes the fact that the use of social networks is an integral part of marketing activities. In addition, scholars such as Daniel Goldstein and Shira Mohr have dedicated their lives to studying the psychology of consumers in social media and how the Internet affects the decision-making process of customers.

It should be emphasized that the organization of marketing is a process that includes the promotion, coordination, and control of various marketing activities. Modern business aims to increase sales, attract new customers, increase brand awareness, maintain consumer loyalty, etc. The organization of marketing activity includes various stages, such as the formation of marketing goals, analysis of the market and competitors, definition of the target audience, development of a marketing strategy, budget planning, creation of marketing materials, etc. Please note that social networks have become a powerful tool for high-quality marketing. It will be appropriate to consider their advantages:

- increasing the audience. Social networks allow you to reach a significant number of people from different countries and age groups. This makes it possible to increase brand recognition, attract new customers, and support existing ones;

- feedback. Social media marketing allows brands to get feedback from customers. This makes it possible to improve the quality of products and services, build a positive image and attract new customers;

- advertising effectiveness. Advertising on the Internet makes it possible to show relevant publications and announcements only to those users who have the appropriate profile and interests. This increases the effectiveness of advertising and reduces its costs;

- interaction with the consumer. Social networks allow you to cooperate with consumers in real-time, which allows you to quickly respond to their requests and needs;

- increasing customer loyalty. Brand activity in social networks allows you to build a closer and stronger connection with your potential customers and create a positive perception of the product and services.

The analysis of the work allows us to draw such conclusions that the relevance of the topic of organizing marketing activities in social networks is obvious. Attracting the target audience through the global network allows brands not only to increase their recognition but also to create a close connection and a friendly atmosphere with consumers. In addition, social networks provide companies with the opportunity to use advertising tools for targeted advertising of their products and services. Advertising on social networks can be an effective means of attracting new customers, increasing sales and expanding the brand's audience. Thanks to this, the brand will be able to receive important feedback to improve its products and services. In addition, the lack of a proper presence on the web pages can lead to a loss of competitiveness in the market. Thus, the organization of marketing activities in social networks is an important element of a successful strategy for promoting the product and services provided by the brand.