

**THE SECRET OF SUCCESS OF SOCIAL MARKETING 2011-2012
(СЕКРЕТ УСПІХУ СОЦІАЛЬНОГО МАРКЕТИНГУ 2011-2012)**

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У доповіді наведений матеріал щодо розвитку соціального маркетингу у 2011-2012 роках, пояснюється важливість його вдосконалення в організаціях та способи досягнення успіху підприємства в майбутньому.

Nowadays some organizations are embracing the importance of social networks and, as a result, increasing investments in creative engagement, marketing, and service programs. The successes in Social marketing lead to new data, which lead to insights, which lead to new and more effective programs as well as the business systems and processes necessary to improve internal and external collaboration. In 2012, social media marketing, driven by these innovations, will only continue to mature. Research conducted by IBM in 2011, for instance, revealed a gap between consumer expectations toward the businesses they support in social media, and executive assumptions about what these consumers wanted. . In the end, it was clear that the Social Consumer is fundamentally unlike a traditional consumer and, as such, compels brands to rethink sales, service, and marketing strategies across social, broadcast, and mobile networks.

To help brands more effectively plan for improving customer engagement and experiences in 2012 and beyond, the Pivot team, along with The Hudson Group, surveyed 181 brand managers, agency professionals, and experts. To successfully reach the Social Consumer and ensure that social media extends across the organization, look at this list as a series of steps rather than a hierarchical rank. Budgets and support are the net benefits of following these action items.

1. Increase understanding of the benefits of the Social Construct within your organization.
2. Develop a clear strategy for social and define outcomes.
3. Tie strategies and supporting metrics to business objectives.
4. Earn executive buy-in with data, demonstrate the needs of Social Consumers, and show how others are successfully engaging them today.
5. Earn support across departmental functions by showcasing how the varying needs of the Social Consumer are unmet by key roles in the organization.

KHARKIV AS A GREAT EDUCATIONAL CENTRE.

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В доповіді йдеться про розвиток культури та науки в Харкові, про першу столицю України як важливий освітянський центр нашої держави.

Under a great and beneficial influence of progressive Russian culture and its outstanding progressive-minded representatives the Ukrainian culture and public education is making its first rides. Through the efforts of Vasil Kharasin, one of the bright representatives of local Kharkiv nobility and Kharkiv's Ukrainian nobility the Kharkiv University was founded. V. Karazin had managed to prove, creation of university in Kharkiv would improve further economic and cultural development of the South of Russia. Since that time the city also became an important educational centre in Ukraine and the Russian Empire and throughout the entire southern part of the country as a whole. In the 19-th century four boys' gymnasiums, six secondary schools, a veterinary institute, a technological institute and secondary commercial, technical, skilled-trade, agricultural, music art and midwifery schools were opened in Kharkiv. The city also had an art school and opera house.

Economic development of Kharkov region launched formation of cultural, scientific and educational centre in the east of Ukraine. Within the walls of Kharkiv Collegium where the prominent Ukrainian philosopher and poet G. S. Skovoroda gave his lectures, a lot of outstanding people obtained education. We can name just a few: I.I. Bazylevych, doctor of medicine and surgery M.I. Gnedich, a talented master of translation, a poet, a librarian of the Imperial Public Library, whose translation of Homer's "Illiada" into Russian is well-known, V. V. Petrov, M. T. Kachanovskyi, a historian, Ye.Y. Mukhin, a physician. Among graduates of Kharkiv Collegium there were such persons as I.O. Dvygubskyi, a prominent researcher of nature, and P.A. Yaroslavskyi, the first professional Kharkiv architect, who, working as the Guberniya Architect, developed almost 30 years to systematic building of the city. Graduates of Collegium became first students of Kharkiv University founded 17 January, 1805 on the initiative of V.M. Karazin, a famous member of staff of scientific body and a public figure. Among its students there were many prominent people.