

To cite this paper:

Batikova R.O., Izakova N.B. (2017) Social-media marketing on the Russian market: features of application. *Human Progress*. 3 (7): 1. URL: http://progress-human.com/images/2017/Tom3_7/Batikova.pdf.

SOCIAL-MEDIA MARKETING ON THE RUSSIAN MARKET: FEATURES OF APPLICATION

Regina Batikova

Student in Ural State University of Economics
Yekaterinburg, Russia

Natalia Izakova

Senior Lecturer of the Marketing and International Management Department
in Ural State University of Economics
Yekaterinburg, Russia

Abstract: In this article some features of Social-media marketing application in Russia are considered. First of all, the authors emphasize the urgency of social networks using to promote goods and services (Social-media marketing). The advantages are described of applying this form of marketing in comparison with the traditional one. Further, the main Internet platforms are identified, which are relevant for promoting the company among the Russian-speaking audience, which allow to intensify the activities of organizations, attract new customers. As an example of the Social-media marketing promotion using, the "Sberbank of Russia" (PJSC) activity has been studied and described as a representative of large business in the Internet space. It was revealed that "Sberbank of Russia" is the leader in the number of used social media in comparison with its main competitors. In addition, the Bank is using actively other opportunities of the Internet: online banking "Sberbank Online" and SMS service "Mobile Bank", and also has the world's largest network of ATMs and service terminals. The conclusion is made that the active development of the Internet space is one of the main business technologies, which allows maintaining leadership positions.

Keywords: SMM promotion; Internet platform; electronic environment; social networks; online services.

JEL codes: M 30; M 31.

References

1. Cimbaljevic, M. Social media marketing in tourism and hospitality // Annals of Tourism Research. - 2015. - T.: 54. - p.: 236-238.
2. Hardesty, Sh. Agritourism operators embrace social media for marketing // California Agriculture. - 2011. - T.: 65, Issue: 2. - p.: 56-56.
3. Malvey, D.; Beardsley, A .; Howse, P.K .; and others. Healthcare marketing and social media // Hand-book of Healthcare Management. - 2015. - p.: 235-254.
4. Peetz, T.B. Social Media in Sport Marketing // Sport Management Review. - 2014. - T: 17, Issue 3. - p.: 390-390.
5. Social-media marketing: issues of relevance of application / Bondarenko, V.A., Azizov, V.V. / Concept 2014 / Special Issue 17 / ART145713, p.19.
6. Izakova, N.B. Formation of an integrated marketing information system of a manufacturing enterprise / Proceedings of the VIII International Scientific Conference of Teachers, Staff and Graduate Students "Innovations in the Creation and Management of Business", Moscow, RUDN. - 2016. - p.30.
7. Albitov, A. Facebook: how to find 100 000 friends for your business for free. - M: Mann, Ivanov and Ferber, 2011. – 140 p.
8. Bernadsky, S. Selling texts. - M: Mann, Ivanov and Ferber, 2012. – 140 p.
9. Ermolova, N. Promoting business in social networks. - M: AlpinaPabliher, 2013. – 358p.
10. Kabani, Sh. SMM in the style of Zen. - M: Peter, 2012. - 240s.
11. Kononov, N. The code of Durov. - M: Mann, Ivanov and Ferber, 2012. -262 p.

Contact

Regina Batikova

Ural State University of Economics

62-755, 8th of March Str., 620144, Yekaterinburg, Russia

batikova@list.ru

Natalia Izakova

Ural State University of Economics

62-655, 8th of March Str., 620144, Yekaterinburg, Russia

izakovan@gmail.com