

Advertising on Social Networks

Margarita Išoraitė*

Vilnius kolegija, University of Applied Sciences, Lithuania

***Corresponding author**

Margarita Išoraitė

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Abstract: Advertising in social networks not only involves the user, but also makes it part in planned advertising, i.e. divided user becomes the most effective advertising tool. Social networking provides the user with a unique opportunity to instantly find the company's site and learn more about-its services. If the customer wants to contact you, he needs to write a personal message, Vol. y.? For example, the buyer does not need to search your contact page and call the administration - of the proposed goods, since he may show his interest directly, leave your? social network account. Social networks - networks, where at one time can be achieved by far the highest number of consumers and the advertising or information can be provided highly targeted. This advertising will significantly increase your potential customers at minimal cost. Social Network - an interactive website, which brings together a common interest of its members with the group, and with a specific content and virtually interact with each other by using automated site-specific measures. The article analyzes the advertising in social networks, the article measurable advertising on Facebook, and Google+ opportunities.

Keywords: Internet, advertising, social networks, Facebook, Google+.

INTRODUCTION

The onset of online marketing can be linked to the very first e-mail. Sending a letter. However, the first online marketing tool could be the emergence of web sites in the 1980's.

At that time, people were able to describe and provide people with basic information about their company, services or products on their former sites. However, as Internet content improves and expands, new tools have appeared - pictures, sounds, and videos. Over the past decade, there have been a lot of new online tools and services that have developed, evolved or disappeared. So in today's modern times marketing on the Internet should be one of the most important areas, because in these days the internet is taking more and more of our personal time.

Social networks

Social Network is a web site that brings together a group of members of a general interest that develops the content of a specific website and interacts with each other, automated with a particular website. Facebook as a social network. Facebook users can post their profile, upload photos, pictures, video, and

communicate with friends, acquaintances. Facebook was created in February 2004 in the USA. Facebook was only for Harvard University students, and later for students from all US colleges, and-for the company employees, members of the organization. Facebook has more than 1 billion consumers all over the world. The Face book site benefits people, helps them keep in touch with friends, provides them with the ability to upload photos, share links, and share information. Users can join a user group at work, school, university, or other communities. The Facebook social network is big enough. Facebook provides an opportunity to promote businesses, their products and services. Facebook was created as a social network for students, but at present-it is used more widely. The Facebook user's minimum age is 13 years. Facebook has three tools (directories, ads and groups) that everyone can use. Each of these measures has its own goals. Facebook has been banned in some countries, such as Syria, China and Iran.

Table-1: Facebook definitions

Author	Definition
Kazeniak [1]	Facebook is a social networking site that provides users with a platform to create a personal profile page, add friends and send messages. Since the company was founded in 2004, it has become the highest rated social networking site.
Roberts (2010) [2]	Facebook is a social network that creates new features and develops consistently. Since it is free, it has to generate revenue from elsewhere, for example from advertising. Companies using Facebook access their audience in different ways.
Curran, Graham, Temple [3]	The Facebook activity is not limited to friend requests, but also acts as a great marketing tool for businesses. Social media is a technology that allows you to publish information quickly and economically on the Internet. It encourages discussion on a variety of topics, not just with friends, but with businesses and consumers. This allows consumers to advertise their products, write complaints, and also get entrepreneurs feedback on their products or services.
Yaakop, Anuar, Omar [4]	Facebook creates tools for companies to enter the market and sell their products and services differently. Ads on the Facebook page have allowed businesses to reach potential users with lower costs and costs. Companies can target consumers who are most likely to buy products to receive cookies from the Facebook user's browser. For example, if a Facebook user checks on the same retailer's website a couple of times a week, their ads will be launched on a Facebook account. Even more surprising, similarly, if not the same, products that a user appears on that site are advertised on Facebook specifically for the consumer.

Facebook is similar to corporate pages. Facebook offers targeted audience advertising. You can create ads for geographic locations, your age, your education level. Facebook advertising is targeting the target audience, and the disadvantage is that ads can be expensive, depending on your goals.

Facebook groups are similar to discussion forums, but with additional features such as pages and profiles (such as walls). Here you can create groups related to the company and its products, as a way to reach potential customers.

Creating Facebook pages is the easiest way to start selling facebook. Facebook is free, quite easy to create. However, companies do not use their full potential.

On Facebook, the most important thing is to be active – to connect more and more often with the target audience and get "Like".

The content marketing institute notes that short messages and information are much more distinct from traffic and easier to see but long messages can get a lot of attention and interest if the message is very persuasive and interesting [5].

Facebook needs to be active. It is advisable to provide new information daily to increase interest and popularity. The quality of the information is not important [6].

The sketch presents these five simple ideas to create a good and engaging Facebook message: a photo with a short description; several sentences about some recent events nearby; Good knowledge of your business or local community; special offers, discounts or

promotions; References to publishing your company in press.

Facebook also allows you to automatically post any news or messages, simply ask what you will publish and when. All this makes your activity much more active if you are somewhere away. However, it is very important to take into account the present situation in society, if there was a tragedy or a misfortune, to publish a funny or witty message, at least the least would be inappropriate.

Advertising on the Facebook network is an excellent tool for reaching the target audience. According to official data, Facebook is about 1 billion of active users around the world. The social network is predominantly used by young people (under 35), with the largest proportion of the audience being women. Advertising on the Facebook social network is a special thing because, despite paid advertising services, advertising is distributed free to Facebook users, thus saving not only time, but also money. Social statistics on Facebook: • on average, one Facebook user has 130 friends and he likes 80 pages • 56 percent of consumers say they'd rather recommend their brand to the brand whose fans they've made on their Facebook profile. Every week, about 3.5 billion entries are shared on this social network. 77 percent of users claim to be familiar with the trademarks by reading the pages of their pages. 58% of the brand users click "Like" because their users are already there, while 57 percent are expecting to get discounts. The Facebook Advertising Message consists of a headline and a message and a picture up to 135 characters. Advertising can be specifically targeted to a specific target audience by choosing: a place of residence, gender, age, language, education, activities of interest, etc. The advertising budget, time and content of Facebook advertising is always set by the client himself, and this kind of advertising is available

not only for large corporations, but also for small businesses or individual entrepreneurs.

Facebook Advertising Benefits:

- Easily reaches the target audience: you can assign ads to highly targeted criteria.
- Each user, clicking "likes" for your advertisement, places the information free of charge on his personal profile, which is seen by his friends.
- Relatively low advertising price.
- The ad will be displayed until the budget you set is up.
- Advertising can be edited or stopped at any time, even if you do not use the full budget.
- The page captures statistics for advertising that can filter out inefficient advertisements.
- The opportunity to control the price of advertising priority is made: the more you pay for an advertisement, the higher the priority of its display.
- Advertising can take the user to another source, which provides more information about the goods or services offered.
- The Facebook profile allows you to provide information about yourself and your company in a variety of ways: upload pictures, videos, and create gadgets.
- There is feedback and support: the user who has become a fan of your page constantly receives information about you and your organization, and it costs nothing for you!
- Facebook Advertising Disadvantages:
- Short promotional messages.
- Limited advertising space sizes.
- Even if a user clicks on "likes" in the ad, it does not mean that he is ready to buy your goods or services.

While it's not hard to manage Facebook ads but for minimal cost you'll need to ask for help from a Google+ specialist. Google+ is created and managed by Google. Google+ allows you to create personal or business-specific accounts. People can share, like and search for content, just like on all social networks. Although it's been a few years since its occurrence, Google+ activity is simply not as big as Facebook. People in Facebook's social network allow to spend their time on friends and their favorite pages, so throwing them and moving to another social network would be very uncomfortable for them [7]. Even the Facebook founder expressed his opinion on Google+: "Google wants and tries to create its own little version of Facebook social network." However, there are a number of differences between the two social networks in addition to the existing similarities: Circles-most commonly referred to as the biggest advantage of Google+. On the Google+ Network, people can create their desired circles (like family, close friends, relatives, classmates, collaborators, etc.) and add people to one or more circles. This allows you to share the information

you want with only certain people, because you do not want the message that you have shared with friends and family and other people who are outsiders. "1+" is the Google+ equivalent for the Facebook "like" button. People clicking this button show that they like this content. Writing a comment or a message and clicking on the + sign, and immediately entering a person without a space, Wong Justin points out that the content can be presented in three ways: text - usually written briefly, without any bogey making. However, if there is a message with a few sentences and more, then it is especially important that the first sentence is the most important and essential, which will make it even easier for you to notice in the search results. Photos - photos can be placed along with the text, so people are more attracted. The photo must be simple, but distinguished from other messages. Video clips - videos can be great promotions if they are properly created. It's best if they are short, they will not fill the gap to the bottom; they will be interesting to watch and useful [7]. It is advisable to post a new content at least once a day, but it can be done several times a day. In addition, if you mention someone or a company in your message, it would be worthwhile mentioning his name with the + sign, so people can find it more easily and conveniently. LinkedIn is a social network for communicating with business partners, business organizations, establishing new relationships and looking for work or staff. LinkedIn was founded in 2002. In 2008 LinkedIn reached the limit of 50 million members. About 2010 LinkedIn doubled this number. The LinkedIn social network earns from advertising and paid accounts for business. LinkedIn revenue exceeds 200 million USD limit. LinkedIn shares went up more than-twice in the first trading session. Twitter. Twitter is a social networking service that allows users to send and read short messages. This social network was created in 2006 The Twitter creator was Jack Dors, and was funded by Evan Williams. Twitter has over 255 million users. At least once a month it is connecting users. Twitter is one of the 10 most visited web pages in the world. Twitter posts are growing fast.

Advertising on Social Networks

About 20 years ago, when the Internet was just beginning to expand and gain popularity, online advertising could be compared to advertising in press at that time. The advertisers purchased the desired advertising space on a webpage for a certain time and then placed it there, even without knowing whether the ad would be interesting to visitors. The advertising price was based on the advertising space and the average number of visitors of the site, even if they did not know whether they would see this ad or not. Such advertising was, and is very ineffective, both in terms of attracting visitors and in terms of price, so as the technology progressed, advertising opportunities have also improved. Over time, more modern and effective ads appeared, as several ads in the same ad space changed, and it was possible to find out which

advertisements are more interesting to visitors, and which-is are completely not interesting. The Cost Per Thousand Advertising Principle later emerged - a standardized advertising price for one thousand visitors to the site who-was displaying ads. In the long run, they have come to be more similar to modern-day payment models, the cost per click principle is a pre-set price for a single click on an advertisement, how many times it will be clicked, and the cost of advertising. Advertising became more creative, moving animations appeared, and so on. Modern software has developed so much that it manages to advertise only to people in a specific region or to advertise to different people according to demographic data. Although there are a lot of advertising tools, but there is still no perfect tool, all have advantages and disadvantages. Furthermore, the advertising tools used depend heavily on the advertiser's goals and audience, and this must also be taken into account.

Sponsorship of a website is the continuous support of the entire web site or part of a particular website for a certain period of time. Advertising is mostly based on the background of the entire website. This ad is most often used to inform people about a new service or product. The advantage of an advertisement is that there will be only one advertisement on the website and no other ads will be made, which will ensure that all visitors will see the same advertisement. However, if you choose not that website, this investment can go away for nothing, simply because you cannot reach the audience you are interested in.

Banner advertising is the simplest and most widely used form of advertising on the Internet. Advertisers buy advertising space on a Web site based on the "Cost Per Thousand" principle, and the pace of advertising may range from a few thousand or even several million visitors. The advantage of advertising is that the advertiser knows for what he pays money, since the money is paid to the advertiser only when it is shown to some visitors, otherwise than in comparison with the changing banner ads. The biggest disadvantage would be that people often ignore such ads, do not notice or forget to click on them, so the money is paid for the advertisement shown, but the benefits are very limited.

Pay Per Click is the most widely used advertising tool. An advertiser will pay for an advertisement only when an internet user clicks on the link and visits the advertised website. Advertising is usually placed in search engine results (such as Google) or on other web pages. The ads are presented in a plain text format, without any pictures.

Social networks are attractive for organizations due to the promise of contact with a hard-to-reach youth audience. If the very smallest members of the public can be reached through TV and special prints, then it's easy for senior students and junior students to find the Facebook social network today. Pages created here require constant intensive communication (at least once a day, preferably 2-3 messages per day). Soc The network environment requires a simpler and more dynamic language, easier interpretation of complex topics.

Community networks are a very emotional media. In some cases this may be useful. If you are seeking support for a public initiative or to inform about the project, soc. Networks can help not only to disseminate the message (from the nearest colleagues and acquaintances through the "six divisions of exclusion"), but also to significantly increase public awareness of people's support for the ideas. Those who want to disseminate information and communicate in social networks must evaluate the so-called community-based management skills. In part, they are similar to the necessary bloggers or web forum moderators - the ability to coordinate and promote the discussion, to support community engagement, to incite intruders and inaccurate notifications, to create a community that sees the value in its unity and thus develops loyalty to the subordinates Organization. Social networks such as Facebook, Twitter, LinkedIn, Google+ are social networks that can be accessed at the same time by most users and advertising is highly targeted. This ad will significantly increase the amount of your potential customers at a minimal cost. Social Network - an interactive website that brings together a group of members of a general interest that develops the content of a particular website and interacts with each other, automated with the tools of a particular site. Social (Internet) networks are the most recently developed part of the Internet, which can include both simple discussion forums and complex social and commercial web projects.

Table-2: Social networking definition

Todi [8]	Social networking sites can be defined as "online services that enable individuals (1) to create a public profile through a limited system, (2) create a user list, and who they use to communicate to whom they share a connection; and (3) view a list of users.
Jothi, Neelamalar, Prasad [9]	Social networking sites are Internet communities that share their interests and activities and are interested in others' interests and activities. They allow users to connect through conversations, messages, email, video, voice conversations, file sharing, blogging, and discussions.
Lee, Hosanagar, Nair [10]	Social networks have increasingly begun to increase consumer spending time spent online. As a result, social media - which includes social networking advertising or marketing communications, which increases the advertising budget.

Nowadays, in practice, each company has a social networking account, whether the company is small and just starting its business, or such giants as Apple, Microsoft, and many others. And these examples only show and confirm that by properly utilizing social networks it can be a great tool to help you reach new, potential customers and keep in touch and contact with existing customers, because if you do not benefit from social networks, such giants may not even bother and allow time and money.

The following are the main reasons why social networking activities are worthwhile and useful:

Social networks help promote and promote the company and its activities. Active social networking activities are far more likely to attract new customers or visitors.

Social networks are very popular. If a few years ago, when a person who was raised was aware or used social networks (for example, Facebook), nowadays, practically every person has and actively uses social networks.

Social networks are partly free. Although this is not true, there is no need to pay any money for activities in social networks, and its benefits can be much higher than the usual advertising for which you need to pay.

Social networks are used by many people around the world, both young and old, both schoolchildren and pensioners. It does not matter if the company is targeting a young or older audience.

Social networking users are very active and active. Even very active, according to surveys, more than half of users visit the Facebook social network at least once a day.

Social networks are mutually reinforcing. It is more convenient and quick for users to communicate with companies through social networks, express their opinions or suggestions.

The most popular advertising channels are social networks. It is advertising that is rapidly getting a chance to thank non-standard solutions, involving the user in the presentation of the product and its evolution. In this way, the product introduced on social networks brings a great introduction to the product with the benefits of a product, creating a group of product followers that can always be in the creation of their favourite brand or brand, is one of the most perfect forms of advertising, since it is always affiliated with the consumer. Social networks for us, better known as Facebook.com, Myspace.com, Twitter.com, are websites that connect people who are looking for new acquaintances or are merged into communities of

common interests (Web 2.0 - when the content is generated and distributed by the person himself, Not media). However, social networks have now become fragmented and their other uses or uses are becoming increasingly common. Now social networking is a recruiting industry, young musicians, cinematographers, art or craft makers can use the social network as a self-expression or self-promotion tool. Facebook.com is probably the most popular social site in the world. Facebook is used by more than 500 million users. The emergence of advertising on networks, which was significantly cheaper than news sites, has become a real revolution in the entire Internet advertising business as it has led to both the new pricing structure and the changes to most of the portal's advertising business tools. Currently, social networks are rapidly adapting to the rapidly changing online market and for companies that are particularly small whose marketing budgets are very small, or their products require a unique customer that has become easy to find through social networks, they have become one of the most convenient and inexpensive tools for presenting their own products. Social networks have started offering channels or communities that can boldly advertise businesses and deliver their product news, promotions, and outsourced offers. It has become one of the highest priorities in social networks; investors have noticed that such ways can be greatly accounted for by selling advertising. The customer was guaranteed that the consumer is a fan of the advertised product, and will be interested in making it a pioneer buyer. Such a form of advertising gave rise to the search engine google.com, which was one of the first to offer pay per click clicks. Such a form of advertising google has brought enormous revenue; in the long run, online advertising will only be based on a similar principle. Various advertising projects appear on social networks and more and more money is invested in the culture of the effectiveness of such advertising on social networks. Although advertising prices on social networks are considerably cheaper than, for example, news portals, when calculating a single user / contact reached, most companies are in no hurry to try on ad networks. In this way, companies prevent their product from adapting to the changing market. The product has been replaced by cheaper ones or offering ornamental advantages. Social networking is the cheapest way to keep a customer close to you and always fill in the positive information about your product. The network is designed for both the company and the user, which saves money for generating ideas, and the client feels grateful for the ability to influence the product. The current situation is that the user no longer needs to search; the information could be found and advertised on the net - the most convenient way to do this.

CONCLUSIONS

Social networking is a website that brings together a group of members of a general interest that develops the content of a particular website and interacts with each other, automated with a particular

website. The most popular promotional tools are social networks. It is a kind of advertisement that is rapidly developing through non-standard solutions, involving the user in the delivery of the product and its development. The product introduced on social networks perfectly introduces a member to the benefits of a product, creating a group of product followers who can always be their favourite brand or service, and one of the most perfect forms of advertising because it is always affiliated with the user.

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