

FEATURES OF SMM ON THE B2B MARKET

Actuality of the topic. SMM, as a complex of measures for using social media to promote your company, has been used successfully for long time on the consumer market, and gives good results. In the B2B sector, SMM is not as widespread as in the B2C, and if it's used, it is often inefficient. The problem is that the SMM in the industrial market has its own features and companies should pay attention to the specifics of this to improve the effectiveness of their promotion.

A lot of different researches were conducted on this topic, results of which are often contradictory. For example, in a study of «Accenture», which evaluated the relationship of companies to social media, analyze responses showed: B2B companies generally believe that social media is an important tool to interact with current and potential customers, partners and other stakeholders. As result of research «Matik» agency was compiled a list of the most effective and weak instrument for the promotion of B2B companies in the Internet. And it is considered the least effective promotion such as social networks, Twitter and blogs, as well as viral marketing. B2B companies are trying to keep up with fashion's new Internet and order promotion in social networks and blogs. Usually this was not a conscious strategy, the company just wants to be in line with the trends, and the cost of SMM does not lead to a result.

In our opinion, if companies want this type of promotion to become effective, it is necessary to pay attention to certain features. So, in what they consist?

- On B2C market it is reasonable to use SMM practically to all companies as majority of their final consumers spend a lot of time in social media. And in the industrial market not all companies should use this tool: for example, for the raw companies it is enough to have the site as the majority of the B2B-companies have: beautiful pages with a large number of the text — and without possibility of dialogue with prospective clients, so it simply isn't necessary suffices. The companies in high-tech industry and many other need not only a beautiful site. For example, advertizing and marketing agencies, and also design bureau. Their target audience – marketing and PR managers – are especially greedy for innovations of the Internet and are active audience of social networks, blogs and Twitter.

- There is an important difference in a content. The director of bank or the manager is interested to receive business information on a product, for example that the bank had a new line of deposits. Also he will be interested in reading interview to any businessman or results of researches. Comprtitions with prizes and colourful pictures aren't interesting for him, but everyone has minutes of rest therefore the professional humour is possible. Final consumers of B2C spend much time on the Internet entertaining and communicating, therefore bright-coloured pictures and video – just for them.

- It should be noted that for the companies selling on the industrial market, it isn't necessary to expect the rapid and prompt growth of sales after the beginning of using SMM that it is quite possible to expect in the consumer market. If on B2C SMM first of all it is directed on growth of sales, and then on increase in loyalty, at B2B – to the contrary.

Is quite simple to keep in mind about these features, developing a strategy to promote the company in social media and it will be effective as the others. Social Media Marketing ceased to be for a long time any amusing appendix to networks, and was created in the form of the full-fledged instrument of business, and came to understand time it not only B2C to the companies and to begin its active use.