

## СОЦИАЛЬНЫЕ СЕТИ КАК НОВАЯ ФОРМА РАЗВИТИЯ БИЗНЕСА

**Хроль Екатерина Владимировна**, студент магистратуры 1-го курса, направления прикладная информатика,

**Кубанский государственный аграрный университет им И.Т. Трубилина, Краснодар, Россия**  
*e-mail: kat7khrol@gmail.com*

**Ветрова Анастасия Дмитриевна**, ассистент кафедры информационных систем,

**Кубанский государственный аграрный университет им И.Т. Трубилина, Краснодар, Россия**  
*e-mail: advet06@gmail.com*

**Карипиди Алла Геннадиевна**, кандидат филологических наук, доцент кафедры «Иностранных языков»

**Кубанский государственный аграрный университет им И.Т. Трубилина, Краснодар, Россия**  
*e-mail: a021nn@mail.ru*

**Аннотация.** Один из актуальных способов продвижение своего бизнеса в России – социальные сети. В статье рассмотрим популярные сервисы в России, что поменялось за года и где найти целевую аудиторию именно для определенного бизнеса.

**Ключевые слова:** социальная сеть, бизнес, ниша, целевая аудитория, анализ аудитории, бренд, таргет.

## SOCIAL NETWORKS AS A NEW FORM OF BUSINESS DEVELOPMENT

**Khrol Ekaterina Vladimirovna**, 1<sup>st</sup> year Master's student of applied informatics,  
**Kuban state agrarian university named after I.T. Trubilin, Krasnodar, Russia**  
*email: kat7khrol@gmail.com*

**Vetrova Anastasia Dmitrievna**, Assistant of the Department of Information Systems,  
**Kuban state agrarian university named after I.T. Trubilin, Krasnodar, Russia**  
*email: advet06@gmail.com*

**Karipidi Alla Gennadievna**, Candidate of Philological Sciences, Associate Professor of the Department of  
“Foreign Languages”

**Kuban state agrarian university named after I.T. Trubilin, Krasnodar, Russia**  
*e-mail: a021nn@mail.ru*

**Abstract.** The most relevant reviews about promoting one's business in Russia are social networks. In the article we will consider the most popular services of our country, what changed over the year and where we are able to find a target audience specifically for a particular business.

**Key words:** social network, business, niche, target audience, audience analysis, brand, target.

The role of social networks in our life is known to remain stable and impossible to be overestimated. Under no circumstances should people forget that nowadays web networks are used both for achieving the purpose of communication and for developing business and spreading socially imperative information. However, the practice of recent years has shown that the importance of social networks in the process of informing citizens having increased, the threats of their use for illegal purposes in the business sphere have also gone up dramatically.

It is worth mentioning that more than 65% of Russian people, or about 100 million people, use social networks in 2022. Our country is in the second place in the world in terms of people's participation in any Internet communities. People read news, take part in discussions, make business connections, listen to music, watch videos, buy and sell goods and services [2].

There are so many kinds of social media for business that everyone is able to choose something for their taste. On the contrary, dramatic changes in the digital industry shook up business in March 2022. Russian advertisers lost some of their usual advertising tools which their lead generation strategy had been built on. Connecting all of the above, it is necessary to mention that social networks as VK, Telegram and Odnoklassniki were full of excitement and influx of audience which was brought in by famous bloggers, brands and opinion leaders.

One cannot help asking this question: Why do businesses need social media? Here the answer is: Social networking opportunities are considered to help businesses interact directly with their audience in a comfortable environment hence a sense of communication with a friend [3].

Web networks used to work primarily on media, that is, on increasing brand awareness. Lead generation, sales and conversion rates have become one of the most essential indices for a successful SMM strategy. Companies are also known to have the possibility to run targeted ads for the social network audience.

Targeting allows everyone to find targeted users, reduce the cost for a subscriber, an application, and even the final purchase.

Without any doubt, social networks are connected with business and even addicted to it. While talking about business promotion on VK, we notice that it constantly develops its tools providing updates for entrepreneurs [1]. There is even a special online community for business development on this site.

It is necessary to translate our values into a language which would be understood clearly by the audience. The brand should not only declare on all its channels that it is environmentally friendly but to show it in practice: via its content, communication with its audience, posting news and news items.

Most people must have heard about the increased visibility: one sees some ads or opinion polls concerning a new brand everywhere on social media that is why the brand seems to be talked about from every angle. Via this, any brands make us increase our brand awareness [4].

**Audience Analysis.** This is an in-depth process that is known to take from two weeks for marketers to form portraits and identify pains. One, having understood which social network their target audience is on, one needs to do a little research:

- gender, age;
- geography;
- interests;
- income level and ability to pay.

To find some information, one needs to study users manually (active commenters, competitors, forums, the audience of groups) [3].

Look at the research of the audience of social networks by topics.

Let's understand how to analyze the data using the example of a company that roasts coffee beans.

The target audience consists of people at the age of 25-40 living in million-plus cities. They have average or above-average incomes, enjoy social events, watch movies and videos on popular streaming platforms.

Should we understand which social network is best suited, we would have to know where the target audience with this profile is.

For instance, the percentage amount of VK audience is 54% female and 46% male. The most considerable percentage level of age groups is from 25 to 34 years. Income remains average and above-average.

All of the above gives us an indication that it is much more likely for the coffee roasting brand's audience to use the VK social network.

The same principle should be used to calculate the audience of other social networks and draw conclusions [2].

VK was one of the most regional social networks in 2019-2020. Now its audience is predominantly from cities with millions of people.

According to VK press releases, in March 2022, more than three hundred thousand entrepreneurs appeared in social networks, and their daily audience turned out to grow by 4 million. Most people of the new audience came from TikTok, Instagram and Facebook.

Let's consider VK for business. The platform's capabilities allow us to:

- Create communities of companies or brands;
- Run targeting ads of several types, including to the site;
- Buy advertising in communities.
- Create stores and product cards;
- Connect applications;
- Create discussions.

It is also worth knowing that marketing in VK is not as developed now as it was previously in Instagram and TikTok.

Yandex.Zen for business. According to Yandex.Metrika, the percentage level of its audience is 52% female and 48% male. Its audience is mature - from 25 to 55 years. Most of them are residents of cities with population of more than one million people [4].

Yandex.Zen also is considered to give one the opportunity to run targeted ads. Articles will only be seen by subscribers, they will no longer be picked up by algorithms.

Having mentioned everything concerning Yandex.Zen, it is worth commenting the next possible social web for business.

Odnoklassniki (OK) for business.

According to Mediascope, the audience of Odnoklassniki in Russia equals more than 40 million people. The main age group varies from 35 to 44 (mostly women). The significant growth of registrations was noticed to be in March 2022. It turned out to be 66%.

There (as in VK) is a community OK for business. Unlike VK, there are still not so many advertising functions for promotion, but it is advised to follow the updates.

Due to its active audience growth, Odnoklassniki may begin to publish updates for business development in their social network [1].

In Odnoklassniki one can also run targeting, and one subscriber here comes out to be many times cheaper than in other social networks. The majority of advertisers in OK are representatives of the e-commerce niche.

Audiences are actively distributed through popular social networks. In order to maintain the flow of new traffic and be relevant to the business, the platforms themselves should actively develop advertising tools. Additional monetization, advertising and sales opportunities will emerge.

Businesses will watch for updates and follow the latest trends.

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