

Social Networks



Social Media

- Social networks
- Blogs
- Microblogs
- Photo and Video Services
- Social News
- Podcasts
- Web-forums
- Geosocial Networks





Приклад

Facebook, LinkedIn, MySpace, ВКонтакте, Одноклассники, MailRu Агент

Blogger, Typepad, Блоги@Mail.Ru

Google+, Twitter, Me2day, Futurbra

Instagram, YouTube, RuTube, Dailymotion

Mister Wong, Delicious, Habrahabr

Pikabu, Chuv.com.ua, Newsland, Digg, Reddit

Ustream, Smotri, Rpod, PodFM

BbPress, FluxBB, FudForum, Ikonboard

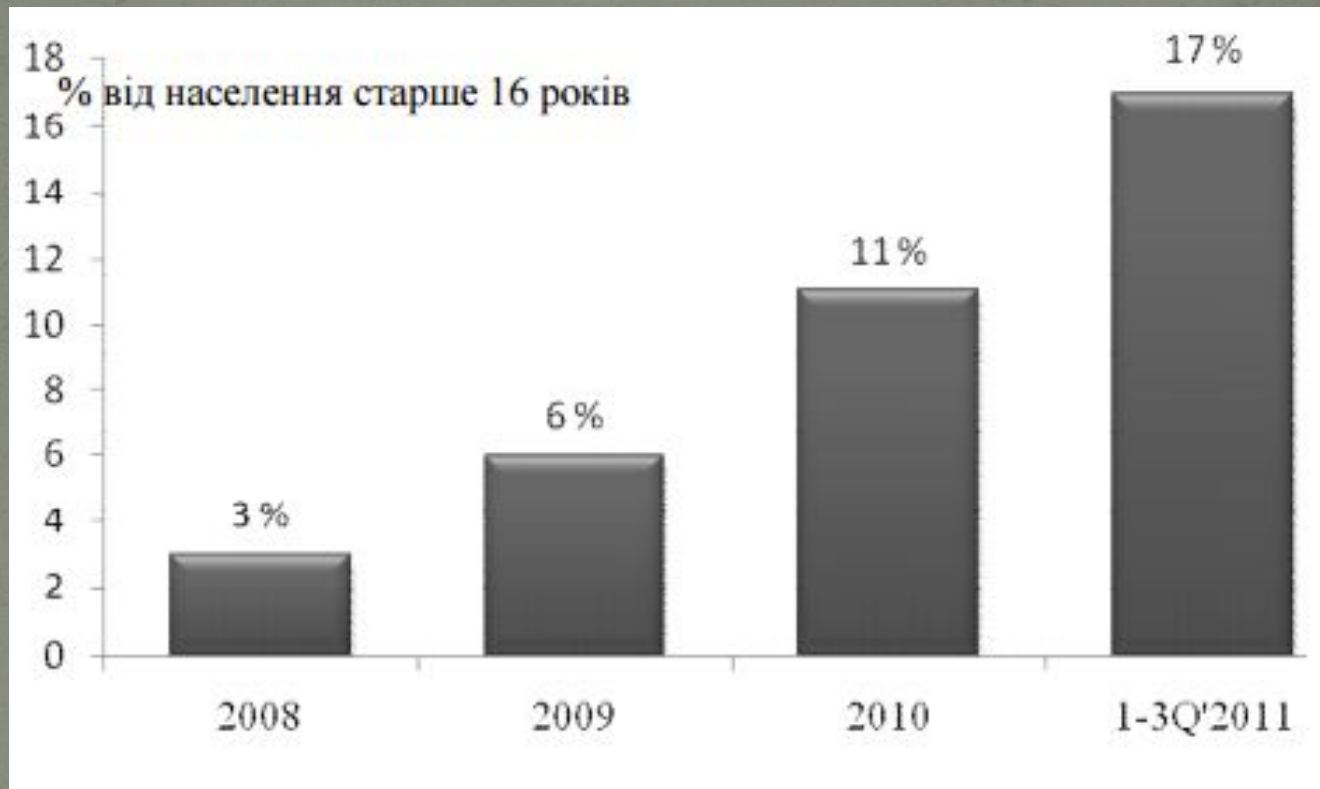
AlterGeo, Google Locator, Foursquare

The Main Instruments Of SMM Are:

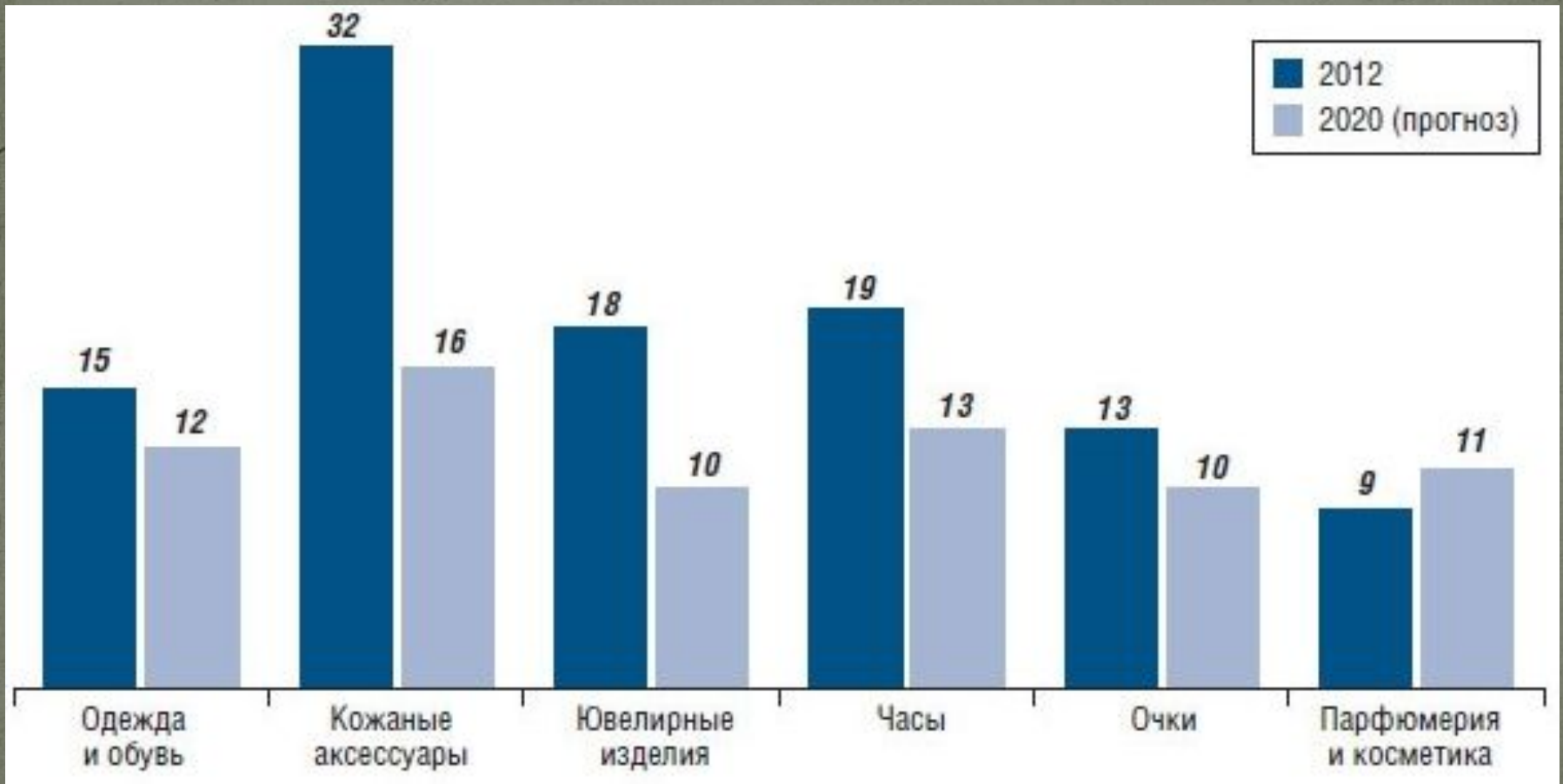
- Social media monitoring;
- Social media aggregation;
- Social analytics;
- Social networks;
- software



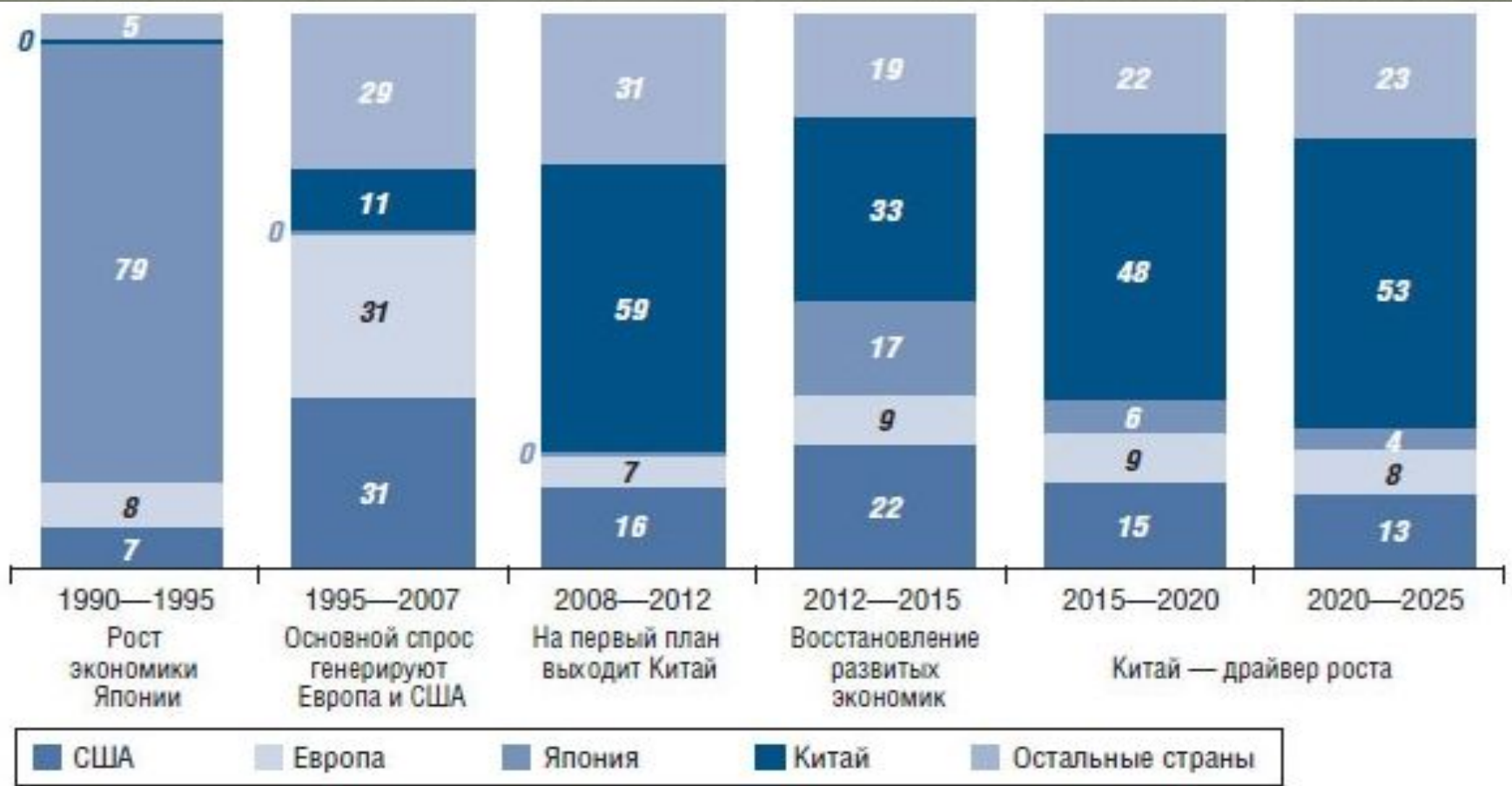
Social Network Users in Ukraine



Dynamics Of The Luxurious Goods Usage



Industry Of The Luxurious Goods

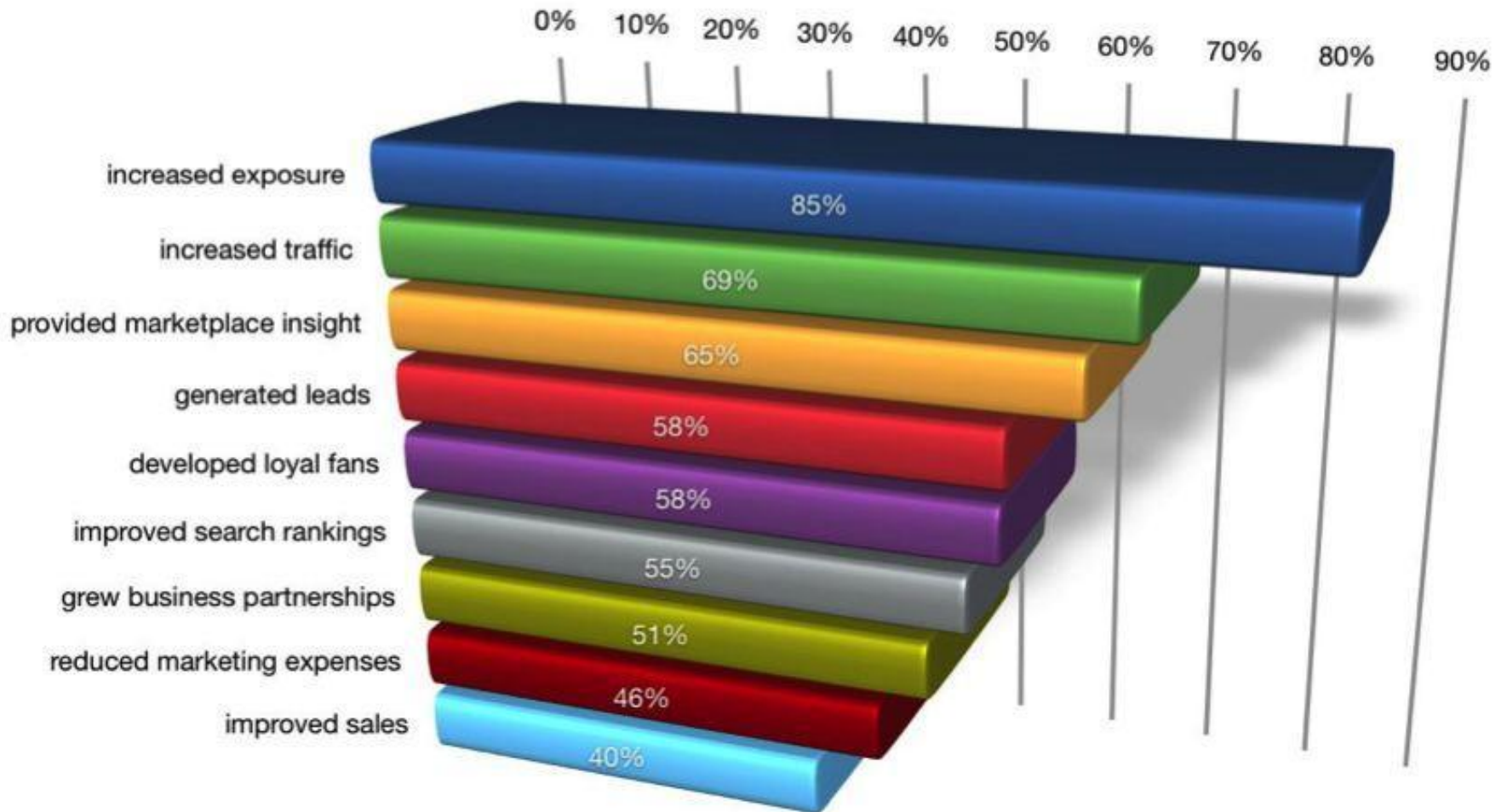


Social Media Marketing

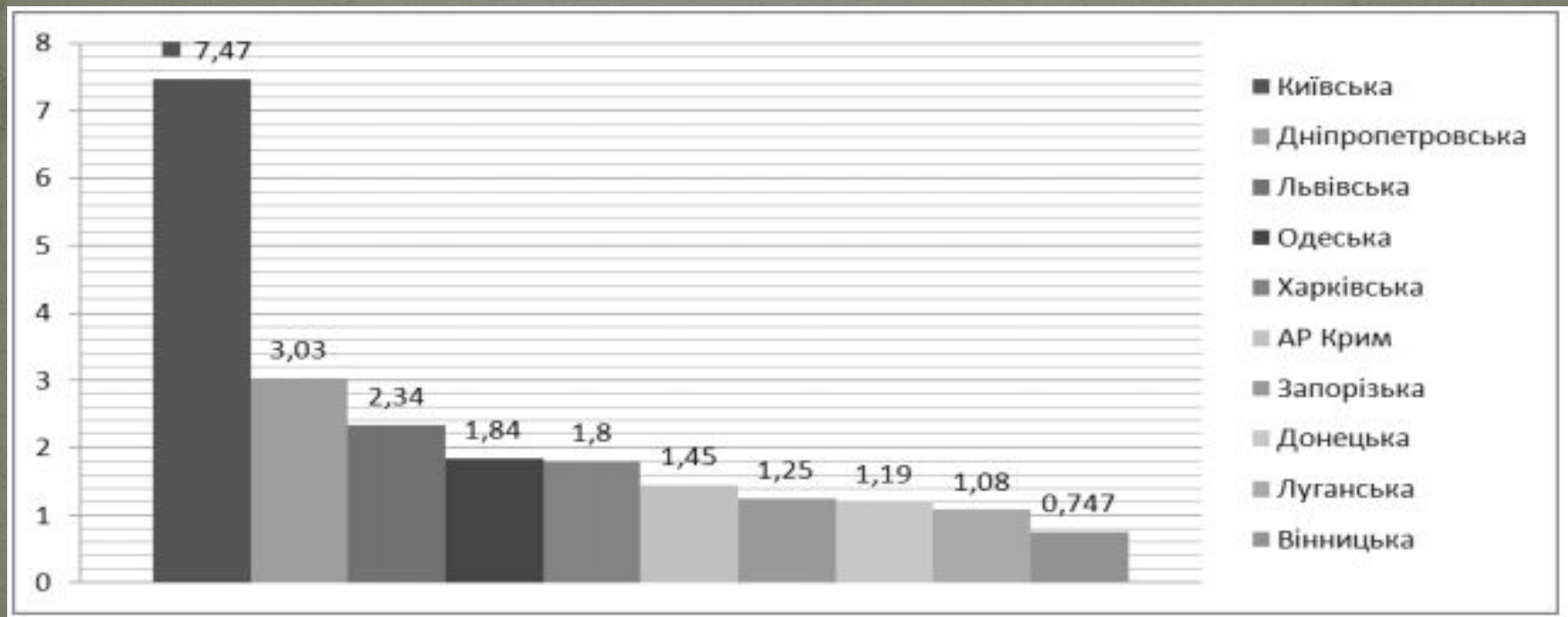


**Three
Keys for
Business**

Benefits of social media



Social Networks Usage Rating in Different Regions of Ukraine



Conclusions

- Social Networks innovations are based on strategic and tactic reign.
- Effectiveness of the social marketing usage depends on the branch of business.
- Marketing is used as the mechanism of interaction of different subjects of economics.

**Thank you for
attention!**