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ADVERTISING IN SOCIAL NETWORKS AS A CONSTITUENT OF INTEGRAL SYSTEM

Summary

The tendencies of the Internet and social networks development in the world and domestic markets, which are recovering rapidly after the crisis period, are investigated. According to statistics, 58% of Ukrainian residents are Internet users. At the same time, about 15 million people use the Internet and social networks every day. The most popular social networks are Instagram, Facebook, and YouTube. The benefits of advertising on these social networks are: targeting, naturalness and low cost of entry. Advertising targeting to 19-31 year olds should be done through online channels and social networks, as 70% of people use the Internet, accounting for 13.2% of their audience. On average, a potential consumer in Ukraine spends 2 hours a day online. We consider the features of YouTube as a channel for transmitting information and advertising. In order to effectively influence the potential consumer, it is necessary to use both traditional information transmission channels and social networks that are developed on the Internet. The multichannel transmission of information will allow to form the integrated system of advertising campaign and to influence the consciousness and behavior of consumers.

Social media advertising, its role and place in the integrated advertising campaign are analyzed. It is determined that in forming a comprehensive advertising campaign it is advisable to use such types of advertising as outdoor, television, radio, online advertising, social media advertising.

***Keywords:** advertising, social networks, consumer, user of Internet, advertising company, Instagram, Facebook, Youtube.*

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