

MARKETING EFFICIENCY EVALUATION PROBLEMS IN SOCIAL MEDIA***KATSIRYNA HATSIKHA, OKSANA GOLUBEVA, GENNADIY AVERIN*****Polotsk State University, Belarus**

The main problems connected with creation of the software for marketing efficiency evaluation in social media are enclosed in this article. The main features of external and internal use of software products are described.

There is a large number of various social networks on the Internet now, blogs and forums which serve not only for communication of users, but also are platforms for promotion of goods and services. Many modern entities and companies choose promotion in social media as one of the instruments of marketing.

Marketing researches are the main channel of receiving information, necessary for acceptance of management decisions. As well as any marketing activity, promotion in social media does not make a sense without performance indicators expressed in specific figures. Manually it is very difficult to be engaged in efficiency evaluation of marketing activity in social media because of large volumes and high speed of information distribution on the Internet.

Being engaged in promotion assessment in social media, it is possible to use numerous quantitative and qualitative indexes of efficiency. Each of them has both benefits, and shortcomings. In particular, the formalization characteristic of quantitative researches allows to receive exact and reliable estimates which consider a set of factors influence on a marketing activity of a company. On the other hand, carrying out quantitative researches is rather labor-consuming, requires collection of information, use of special application programs for its handling. Thanks to qualitative indexes, it is possible to receive quite reliable estimates, unexpected opinions, descriptive characteristics, however not always objective. Therefore, it is optimum to use a combination of different types and methods of marketing researches [1].

As a rule, the unique system of assessment, adapted under solvable tasks is developed for each specific marketing software product. Speaking about the simplest classification of the software products used for marketing efficiency evaluation in social media, it is possible to allocate two types of programs: internal and external. For measurement of rather internal statistics indicators of the used service, possible to apply the software of internal type. Special tools, such as systems of web analytics and services for social networks monitoring, relating to software products of external type will be necessary for measurement of other indicators. As many social networks, blogs and forums have no full-fledged program modules for marketing efficiency evaluation, often together with the software of internal type, it is necessary to use programs of external type. The usage of numerous indicators from different sources is rather inconvenient, and for resulting effect, it is necessary to consider features of assessment systems of each software product.

Many external web services often provide to users more extensive list of opportunities for analytics, than software products of internal type. Developers of such external multipurpose web services try to create the universal tool for marketing efficiency evaluation directly for several social networks, forums or blogs. The usage of one service for several accounts in various social media is convenient only in theory. However, in practice it leads to the problems connected with high complexity of work with multipurpose external web services. Developers, instead of planning and working according to needs of those users who will purchase and use the created products, are pretty often concentrated on technology and as a result generate decisions, poorly governed and inconvenient in application. In general, many programs look excessively difficult and tangled, that complicates navigation and understanding of many events [2]. A user needs some time for training in order to work with multipurpose web service for marketing efficiency evaluation.

Many social web services have similar structure, however each social network, a blog or a forum has the distinctive components and architectural features. Developers of social media constantly finish and create new functionality of own web services, including tools for promotion of goods and services. Therefore, application of the external software is not always possible, and the modifications of social web service with obtained later data, can be not correct and not urgent.

Besides, you should not forget about the amount of data, which must be processed in case of marketing efficiency evaluation in social media. Handling of large data standard program volumes and hardware seems extremely difficult. It is possible to tell that "Big Data" is a problem of storage and handling of huge amounts of data. As a rule, when the term "Big Data" is used, it means three "V", that means "Volume" – amount of data,

"Velocity" – need to process information with high speed and "Variety" – variety and often insufficient structure of data.

Storage of large volumes of information requires special conditions, and it is a question of space and opportunities. Speed is connected not only with possible delay and "braking" caused by obsolete methods of information processing, it is also a question of interactivity: the quicker process, the more return, the more productive result. The problem of heterogeneity and the absence of structure arises because of sources separation, formats and quality. To unite data and to process them effectively, it is required to bring them into a type, suitable for work.

The analysis of big data was also successfully applied long ago to determination: target audience, interests, demand, and activity of consumers. For example, the analysis of big data allows to remove advertising only for those consumers who are interested in goods or services [3].

Thus, during creation of the web service for marketing efficiency evaluation in social media it is necessary to solve the problems connected with the large volume of the processed information, convenience of use and modification, high performance level and functional suitability.

REFERENCES

1. Маркетинг в социальных медиа. Интернет-маркетинговые коммуникации : учеб. пособие / под ред. Л.А. Данченко. — СПб. : Питер, 2013. — 288 с.
2. Купер А. Алан Купер об интерфейсе. Основы проектирования взаимодействия : пер.с англ. / А. Купер, Р. Рейман, Д. Кронин. — СПб. : Символ-Плюс, 2009. — 688 с.
3. Что такое BigData (большие данные) в маркетинге: проблемы, алгоритмы, методы анализа [Электронный ресурс]. – Режим доступа: <http://lpgenerator.ru/blog/2015/11/17/что-такое-big-data-bolshie-dannye-v-marketinge-problemy-algoritmy-metody-analiza>. – Дата доступа: 09.12.2016.