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SOCIAL MEDIA MARKETING AS A MODERN BUSINESS TOOL

In contemporary era a social media has become ubiquitous and most importantly for social networking. It opens up a wide area for online marketing. Social media marketing has made it possible for companies to reach consumers easily, effectively and instantly. For instance, advertising of particular brand on famous social media account of celebrity can make it demanding and interesting to audience.

Besides that, there are also several challenges in the field. It is becoming increasingly difficult to attract the attention of the client or user in competitive environment, likewise, the Internet space is no exception. Here, quality content is not enough. To attract potential customers, you need to be the best. Social networks today are not only entertainment reality of the young generation but also a sphere of active interest by the modern business.

The article explores the role of social media marketing as a possible way for companies to reach targeted consumers easily, effectively and instantly, as well as it's developing in Kazakhstan. The scientific significance of this article based on the observation and study of a particular case on Kazakhstan's social media and its features. The main aim of the article is to define the process of working and challenges of SMM in Kazakhstan's Instagram media and analyze the mechanisms of the influence, benefits and drawbacks of SMM development.

Key words: social media, new media, the internet, SMM, marketing.

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Әлеуметтік медиа маркетинг заманауи бизнес құралы ретінде

Әлеуметтік желілер мен медианың дамуы онлайн-маркетингтің дамуына жол ашты. Әлеуметтік желілердегі маркетинг түрлі компанияларға жылдам әрі тиімді түрде тұтынушыларды, аудиторияны табуға мүмкіндік берді. Соған қарамастан, әлеуметтік медиа маркетинг (SMM) саласында бірқатар қиындықтар мен проблемалар бар. Уақыт өте келе тұтынушылар мен қолданушылардың көңілін аулау, қызығушылығын тудыру қиындап келеді, оның себебі бәсекелестік пен аудиторияның сұранысының өсуі мен өзгеруінде. Әсіресе, Интернет кеңістігінде әлеуметтік медиа, компаниялар арасындағы бәсекелестік күн санап өсіп келеді, алайда сапалы контентті ұсынатындар аз. Тұтынушылардың көңілін аударту үшін компания басқалардан озық болуы керек. Бүгінгі әлеуметтік желілер заманауи бизнес өрлететін алаңға айналды.

Зерттеу жұмысының мақсаты – қазіргі таңда маркетинг саласында қолданылуы тенденцияға айналып бара жатқан SMM-нің Қазақстан медиа нарығы үшін маңызы мен рөлін, бизнес құрал ретіндегі ерекшелігін шетелдік тәжірибе мен Instagram әлеуметтік желісі негізінде қарастыру.

Мақалада әлеуметтік медиа маркетингтің тұтынушыларды жылдам, жеңіл, тиімді түрде қызықтыра алатын, кез келген тауарды жарнамалап сатуға оңтайлы жүйе ретіндегі рөлі және Қазақстандағы дамуы қарастырылады.

Мақаланың ғылыми маңыздылығы, оның нақты қазақстандық медиа кеңістігіндегі әлеуметтік желілер, соның ішінде Instagram платформасын мысалға ала отырып зерттелгендігі болып отыр. Сонымен бірге, SMM-нің қазақстандық тәжірибедегі рөлін зерттеу.

Мақаланың тәжірибелік маңызы – Instagram платформасының заманауи маркетингтік құрал ретінде қарастырыла отырып, оның систематикасы, жұмыс істеу механизмі, жетістігі мен кемшілігінің саралануы болды.

Түйін сөздер: әлеуметтік желілер, жаңа медиа, Интернет, SMM, маркетинг.

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Социальный медиамаркетинг как современный бизнес-инструмент

С развитием социальных медиа и социальных сетей открылась широкая возможность для онлайн-маркетинга. Маркетинг в социальных сетях позволил компаниям эффективно и мгновенно связаться с потребителями. Тем не менее существует ряд проблем в этой области. Становится все труднее привлекать внимание клиента или пользователя в условиях все более конкурентной среды. Интернет-пространство не является исключением – здесь качественного контента недостаточно. Чтобы привлечь потенциальных клиентов, нужно быть лучшими. Социальные сети сегодня – это не только досуговая реальность жизни молодого поколения, но и сфера активного интереса со стороны современного бизнеса. С точки зрения маркетинга, возможность отличить свой бренд в море конкуренции является сложной задачей.

Основная цель исследования – проанализировать механизмы влияния, преимущества и недостатки развития социального медиамаркетинга как бизнес-инструмента в условиях глобализации и казахстанского медиарынка.

В статье рассматривается роль социального медиамаркетинга как возможного способа эффективно и быстро привлекать целевых потребителей, зарабатывать и строить бизнес, а также функция развития SMM (Social media marketing) на примере Казахстана и платформы Instagram. Научная значимость основана на наблюдении и изучении конкретного примера в условиях казахстанского рынка и его особенностей.

Практическая значимость работы – определить систематику и механизмы работы социального медиамаркетинга как современного маркетингового инструмента, недостатки и достижения SMM на примере Казахстана и казахстанской платформы Instagram, проанализировать механизмы влияния, минусы и плюсы, а также преимущества и недостатки SMM.

Ключевые слова: социальные сети, новые медиа, Интернет, SMM, маркетинг.

Introduction

The popularity of social media such as Facebook and Instagram has opened up wide area for online marketing. Today, social media has developed as an effective platform for promoting goods and services. Instagram one of the most popular social networks in the world, also useful platform for promoting and advertising products and services. Despite the fact that, it is recently become a new opportunity to creating and promoting own business in Kazakhstan; currently it is still in the developing stage and in the process of formation. It can be shown from popular accounts which often belong to the stars, actress and celebrities rather than any brand or companies.

Besides, users of social media today are profoundly motivated web customers. Consumers may effectively get what they need just by clicking on websites. Since its simplicity of access to data, the absence of checking and control, lack of verification, it is undoubtedly gives rise to numerous hazards and digital disturbances.

In this article the following objectives will be studied, firstly to distinguish the role of Social media marketing on the internet; secondly to reveal opportunities for Instagram as a platform for promoting goods and services; thirdly to identify the impact of Instagram as a new branch of SMM: pros and cons.

During conducting research the quantitative observation method was used. The main goals of research are to investigate the connection between the client commitment brand reputation and image and customer brand attitudes in Instagram.

Material and methods

The research focus on quantitative observation method in order to examine the role and the factors of the effectiveness and the state of development of SMM in Kazakhstan. To examine factors of the effectiveness, the survey method was applied for investigation as this chosen to be the most appropriate method to carry out a survey. This study used the

publicly available data to analyze the use of social media by various business owners and distributors. Activity and effective promotion in social networks for companies that work with real people, not with legal entities such as online shopping discount services, mobile operators, banking sector, insurance companies and public catering enterprises were analyzed. In this way, an analysis of Western researches was conducted. These cases are interesting, however it is extremely difficult to simulate them for the Kazakhstan's market and business. Due to the fact that there are lack of studies and investigations on SMM development in Kazakhstan the last data and monitoring within the comparative analysis of cases was used.

Literature review

The majority of the studies on social media marketing cited thus far have been from the perspective of describing of Facebook and Twitter as an active platform for brand development and social media marketing, rather than other social media, namely Instagram. Dave Evans included new and updated coverage on Facebook, Twitter, and Google+ the latest on listening and analytics platforms (Evans, 2010).

If researchers such as David Croll, focused on Facebook and Twitter in their study, after the development of Instagram, the authors began to pay attention increasingly to the latest social network. He proposed the value of Social Media Marketing and started to discover the best ways of building relations with clients and consumers through social media (Croll, 2017). Although he examined the many aspects of Instagram: its peculiarities, ways to gain more Instagram Followers, increase engagement of content and turn Instagram into a source of income, nevertheless, it is intended to beginners who want to learn simple rules and learn clear examples for managing the Instagram. Due to the fact that there is a lack of studies about the SMM development in Kazakhstan, an analysis of Western theories was conducted. Many researchers explored primary benefits of social media marketing (Watson,2002, Weinberg, 2009, Barefoot, Szabo 2010). D. Khalilov studied peculiar approaches to SMM on the example of CIS countries (Khalilov, 2016).

Due to the fact that there is a lack of studies about the SMM development in Kazakhstan, an analysis of Western theories was conducted.

The role of Social media marketing in promoting goods and services

The development of social media and social networks has expanded wide area for online marketing. It becomes more comfortable and useful to promote and advertise goods through the internet due to different factors such as lack of free time of people, accesses to the large amount of potential clients. Social media is now a developing phenomenon in marketing. Its meaning, usage, benefits, and limitations are broadly discussed. For instance, theorist D. Evans evaluates social media marketing as a business engagement of the next generation. He claims that SMM is the opportunity to successfully implement various tools, to reach higher levels of customer engagement in your own business (Evans, 2012). At the same time, social media marketing is a new trend and a rapid grow in which businesses are reaching out to targeted customers immediately. Social media marketing can be simply defined as the use of social media channels to promote a company and its products. Thus, SMM provides interconnected targeted activities using any available social media channels in order to promote goods and services. It is distinguished by the direct interaction of the company with users of social media channels (potential buyers) using online feedback.

It should be noted that marketers are beginning to understand the use of social media as a component in their marketing strategies and campaigns to reach out to customers. The main goal in promoting and advertising of goods or services for any company to create a brand of their product. Marketers have invoked brand attitudes as an important concept related to consumer behavior since the consumer-brand relationship was the last step in the building of brand equity (Fournier,1998). SMM does not require advertising or ad format. The main mechanism of interactions is communication on topics which is relevant to the user and providing interesting content to them. Undoubtedly, communication and the content contain an obligatory binding or bond, however, it would be more valuable for a user rather than an advert.

The main purpose of social media in business context is to engage people (Neiger, 2012). In other words, the aim of marketing is to be where the audience is. Russian theorist D. Khalilov urges that, in the West, there are peculiar approaches to SMM, related to the specifics of the local social networks, mentality, size of the audience and other features. Sometimes it does not have similarities in the realities of Russia and CIS countries (Khalelov, 2016). It means that every country has its own characteristics and features with the working process of social media depending on such factors which mentioned above.
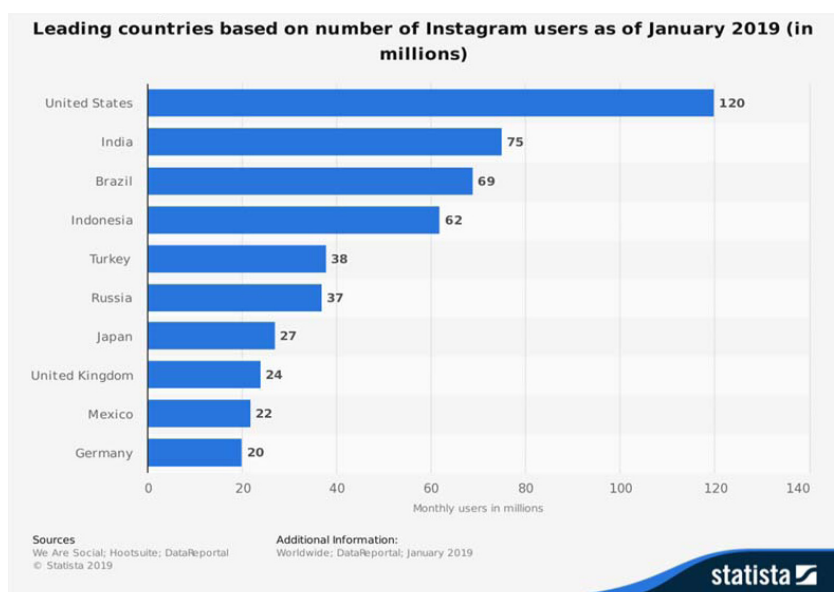
Social media marketers are now going better and more effective insight through the introduction of

analytic applications by official social network site platforms (Hafele, 2011). It is said that in order to gather consumers' attention in a cluttered advertising environment, marketers should have a plan for synergy among various communication and media outlet. Due to the huge amount of information available, searching has become an increasingly dominant mode in travelers' use of the Internet (Xiang, Gretzel, 2010).

Features of SMM in Kazakhstan on the example of Instagram

Today, social media has developed as an effective platform for promoting goods and services. The case in point, according to Brand Analitics, in Kazakhstan the most popular social network is VKontakte where 2 million active users are registered. The Instagram has 1.5 million users who pub-

lished at least one public post per day. Likewise, in Facebook is registered 2.5 million users, but only 390 thousand of them is active whereas Twitter has 28,600 users. At the same time, over 14 million Kazakhstan citizens have access to the Internet (Zakon. kz). One of the useful mechanism of social marketing is targeting, which described as the key benefit of social networks in order to reach a large proportion of the audience. It should be noticed, that in Kazakhstan it is also in demand and widely used by companies and organizations. In fact, you can focus the campaign as deeply as you can fit it. Users have already registered on social networks and have reported full information about themselves: age, place of residence, marital status, education, profession, hobbies, and many other data. The information that is the case with other marketing tools, and it gives

Leading countries based on number of Instagram users as of January 2019 (in millions)

Country	Monthly users in millions
United States	120
India	75
Brazil	69
Indonesia	62
Turkey	38
Russia	37
Japan	27
United Kingdom	24
Mexico	22
Germany	20

Sources
We Are Social; Hootsuite; DataReportal
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Additional Information:
Worldwide; DataReportal; January 2019

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you the opportunity to work only with those users who best fit your idea of the target audience.

According to statista.com, in ranking of the countries with the largest Instagram audiences worldwide as of January 2019 the United States were ranked first with 120 million monthly active users accessing the photo sharing and editing app. Brazil was ranked third with 69 million Instagram MAU, behind India with 75 million monthly active users. As of January 2019, Instagram is one of the most popular social networks worldwide, especially among young adults. The platform reported 1 billion monthly active users in June 2018 (Statista.com). In Kazakhstan according to the 2018 there are 1.5 million users of the internet. It can be argued that

among social networks Instagram is more advanced in the business issues. And the younger generation and middle-aged people began to register rapidly in this social network.

The audience of Instagram is young people, the feedback is tangible and effective. Regarding the specificities of marketing development in Kazakhstan, it can be said that, firstly, the target audience of marketers and the business company's is for the most part young people. In the country, Instagram is one of the most popular and widely used social networks. Hence, it turns out that it is easier to promote a business on this platform since the coverage is large. Secondly, along with different brand pages, today everyone can create a business account and adver-

tise, promote their product or service. Of course, before this, it is desirable to gain a sufficient number of followers. This means that in order to promote your product it is not necessary to be professional SMM, but you should understand the process and peculiarities of this work. It should be necessary to create a close relationship with the audience and strengthen it in various ways and methods depending on your subject matter. For example, if you are engaged in the trade of clothes, you can offer subscribers different images every day with different clothes and correspondingaccessories. Mostly business accounts interact with bloggers, celebrities, people who have a lot of followers to promote their product to reach more. What is the most interesting thing is that people trust stars, artists and celebrities more than ordinary people when it comes to advertising someone's brand or product. In particular, business accounts use barter, paid to advertise, etc. for the development of its activities. Another tendency spreading on Instagram was the fact that now along with business accounts and brand profiles it has become popular to promote your personal account for using a profile for business purposes and for income. That is, people began to use their personal profiles for business and advertising. Moreover, it can be argued that despite the recent implementing in Kazakhstan the SMM as a marketing way, the business tool it is becoming more demanding and effective for companies.

Pros and cons of social media marketing in the context of globalization

There are certain benefits to market via social media, however there are also related drawbacks as well. According to R.Watson with the popularity of digital marketing on the rise, many businesses are investigating how social media can help them promote their products and services to potential and existing customers (Watson, 2002). It can be explored that, there are some advantages of social media marketing which related to specific social issues such as social Interaction, Cost-related, Interactivity, Targeted market and etc. T.Weinberg noted that, the primary advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. He also claims that, the viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in a short time (Weinberg, 2009). Thus, this way of marketing is preferred by marketers, business owners, and theorists also. On the other hand, it may be incorrect to say that, the costs are not so high

as given the finances that will be spent on advertising and targeting of the product. Namely, social media provide marketers with the ability to target audiences and consumers based on site users' personal interests and what their friends like. For example, list country music as one of your interests on a social networking site; you will most likely be seeing ads about country music concerts and artists (Hill, Provost ,Volinsky, 2006). However, sometimes such undue attention annoys users: they may feel an unpleasant sensation of surveillance and observation from social media. Usually people tend to conceal some details in their life and they do not prefer when personal data and interests will be known too much in context of the globalization process.

Another crucial area for social media marketing is customer service. Sometimes website designers cannot avoid a certain degree of complexity. Therefore, it is necessary to have a thoughtful customer service system (Helmsley, 2000). It is believed that, there is a distinction between the customer in reality and consumer on the internet. It is important to observe the potential clients and customers, consumers their needs and necessities. For instance, a customer who buys something on the Internet has one major disadvantage compared to a customer in real space. Internet customers cannot touch, smell, or experience the good before they buy it. This makes a shopper insecure about buying a product. In order to minimize this insecurity, social media marketers should offer brands that are well-known, good product quality, and, of course, guarantees (Gommans, 2001).

Social media marketing has its own features and limitations. Online environment creates not only opportunities but also complications and challenges for the social media marketing process. The transparency of the web makes online information available to all audiences and reinforces the need for consistency in the planning, design, implementation, and control of online marketing communication (Hart, 2000). Nevertheless, social media provide particular transparency for it's consumers and users. Sometimes it can be find examples when people became victims of fraud on the Internet or on the social networks. Therefore, it is best to show your potential customers that your goods are of high quality and your organization is transparent and far from false.

As the name implies, social media is interactive and successful, two-way exchanges take commitment. The nature of marketing changes in social networks, with the focus placed on establishing long-term relationships that can turn into more sales. Somebody has to be responsible to monitor each

network, respond to comments, answer questions and post product information the customer deems valuable (Barefoot, Szabo 2010). Shortly, it can be deduced that social media marketing requires a significant time investment. In contemporary life it is particularly the work of SMM specialists who monitor and create a content for each social media. Thus, nowadays each company prefer to provide this fields to professionals. On the other hand, there are a lot of opportunities to affect and impact on audience and potential consumers, so sometimes it is enough to have a strategy and special plan which may conclude time management. Social networking sites have become so pervasive that they are the most popular Internet destinations. Not only has new media demonstrably altered how often people communicate online, but it has also enlarged the pool of individuals they communicate with, and led to new ways for behaviors to be influenced (Burmaster, 2009). In this way it is become easier to know about the wants, wishes, needs of potential clients. If traditional media do not have opportunity to acquire information about its audience quickly, now social media can do it easily.

Social media has also enabled customers to interact with business organizations and has empowered them to take an active role in co-creating their experience (Sashi, 2012). It should be noted that, the interaction can be shown from the feed-back between audience and business organizations. Companies report client commitment as the most imperative among a few explicit advantages they anticipate from their quality via social media. In the professional press, many experts argue that brands should use a more human tone of voice on social media (Lund, 2014). Sometimes marketers could not find the optimal, correct way and approach in conducting certain information. In this way, it is important to use more common methods, to talk in audience's language.

There is still little evidence that informal style is the optimal way to communicate with all consumers. Given the reports that brands are increasingly employing an informal style in their social media communications the lack of research on its effects on key aspects of consumer –brand relationships is striking (Beukeboom, 2015). Nevertheless, communication on social media should not go beyond professionalism. Unlike watching TV or listening to the radio, the interactivity of new media lets consumers become more than just passive recipients of stimulation (Steuer,1992). Interactivity can be broadly used as a main feature and benefit of social media marketing. As a platform for consum-

ers to interact with and influence one other, social media has a more direct impact on brand communities, and it produces higher response rates and customer engagement levels than traditional marketing methodologies that focus only on the firm–consumer relationship (Watson, 2005).

As well as advantages of SMM there is also disadvantages to owners of business and companies, even consumers. One aspect of social networking that is especially damaging to marketing campaigns is negative post responses. Unhappy customers or industry competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences (Cheung, 2009). Therefore, the main goal of each companies and its marketer to provide, assure the qualitative goods and services and be sure of it in order to avoid particular situations. One aspect of social networking that is especially damaging to marketing campaigns is negative post responses. Still, negative or other non-constructive feedback cannot be ignored. Social networks must be managed efficiently enough to immediately respond and neutralize harmful posts, which takes more time (Hennig-thurau, 2004). Many business owners and researchers suggest to pay clearly attention to their brand promoting as if it would be intellectual property. Companies should monitor their own social media outlets as well as third-party social media platforms to ensure that those providing content through the media outlets are not misusing their intellectual property (Steinman, 2010). Due to there are many problems which connected with cheating and fraud it is difficult to deserve the trust of consumers.

Using social media to promote one's brand, products, or services can also implicate trust, privacy, and data security issues. It is important for companies to aware of these issues and takes appropriate measures to minimize their exposure to liability related to personal data collection, use, and maintenance (Nadaraja, 2013). Trust, which is closely related to security, is a very important factor in the online buying process, behavior process. In general, you cannot feel, smell, or touch the product. You cannot look into the salesperson's eyes. Therefore, these ways of developing trust are excluded on the Internet. Brand trust usually contributes to a reduction of uncertainty.

Social media, in a way, convert consumers into marketers and advertisers, and consumers can create positive or negative pressure for the company, its products, and its services, depending both on how the company is presented online and on the quality

of products and services presented to the customer (Roberts, 2008).

Results and Discussion

The online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners. The audiences become more fragmented and proactive, but, on the other hand, the company has the possibility to combine various modes and categories of information in a complex message. Social media also permit the enterprises to collect, register, analyze and use customer data and feedback for better targeting online audiences and customizing its messages (Gurau, 2008). Social media is the modern tool for marketers who try every means to get their message out to their target markets.

It is worth deducing by emphasizes the key findings and accomplishments and also deficiencies in the study. The major advantages and disadvantages determined by the development of Internet, peculiarities Instagram platform in the area of social media marketing was identified. If early researchers described Facebook and Twitter as an active platform for brand development and social media marketing, in this work predominant attention is paid to Instagram and it was considered Kazakhstan's experience in this area. Many authors and theorists provide an analysis of Western cases of major brands. In spite of these cases are useful, it is difficult to simulate it for the average Kazakhstan business.

Conclusion

There is no denying, importance and the key role of social media in the area of marketing and business. Due to a particular case in the conditions of Kazakhstan's internet space and its features it would be concluded that average business owners or marketers do not fully understand the risks and challenges of social media marketing. In fact, the field is not fully studied, therefore it is difficult to evaluate or overestimate it. This study only investigated the developing of social media marketing as a new business tool; any other characteristics of this instrument and its effects on usage demands or usage behavior must be examined in future research.

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