

# Social Networks

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# 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, RuTude, Dailymotion*

*Mister Wong, Delicious, Habrahabr*

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

*Ustream, Smotri, Rpod, PodFM*

*BbPress, FluxBB, FudForum, Ikonboard*

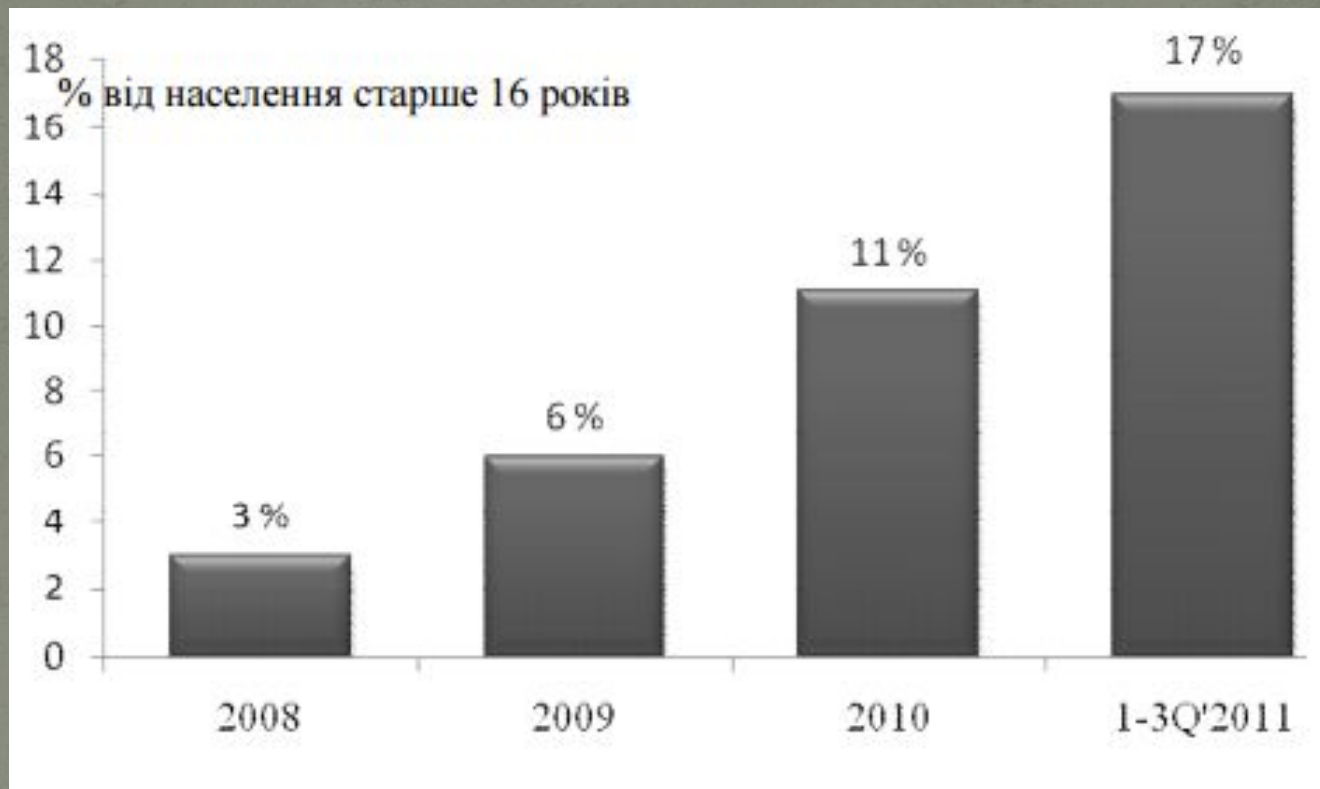
*AlterGeo, Google Locator, Foursquare*

# The Main Instruments Of SMM Are:

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

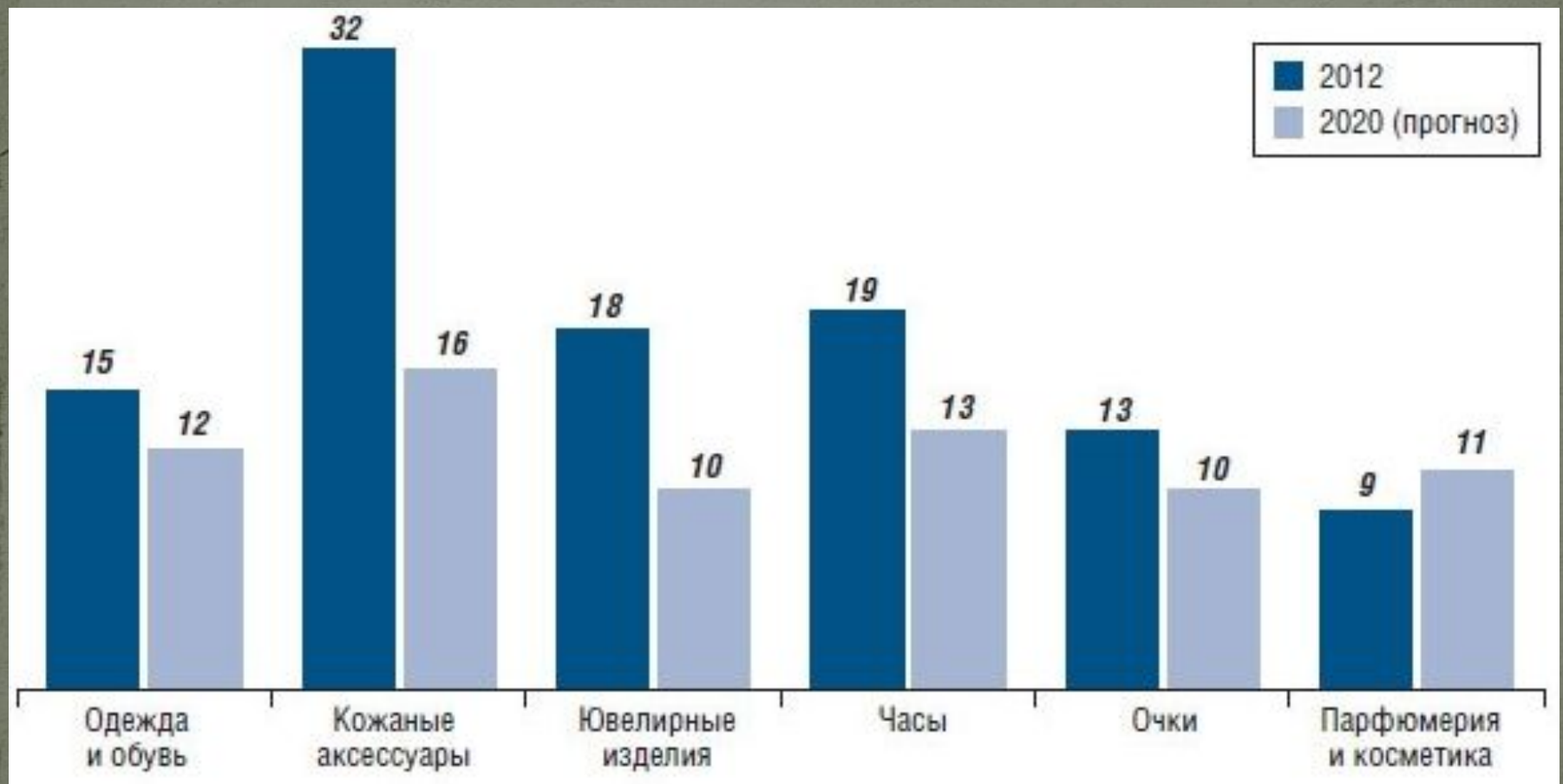


# Social Network Users in Ukraine

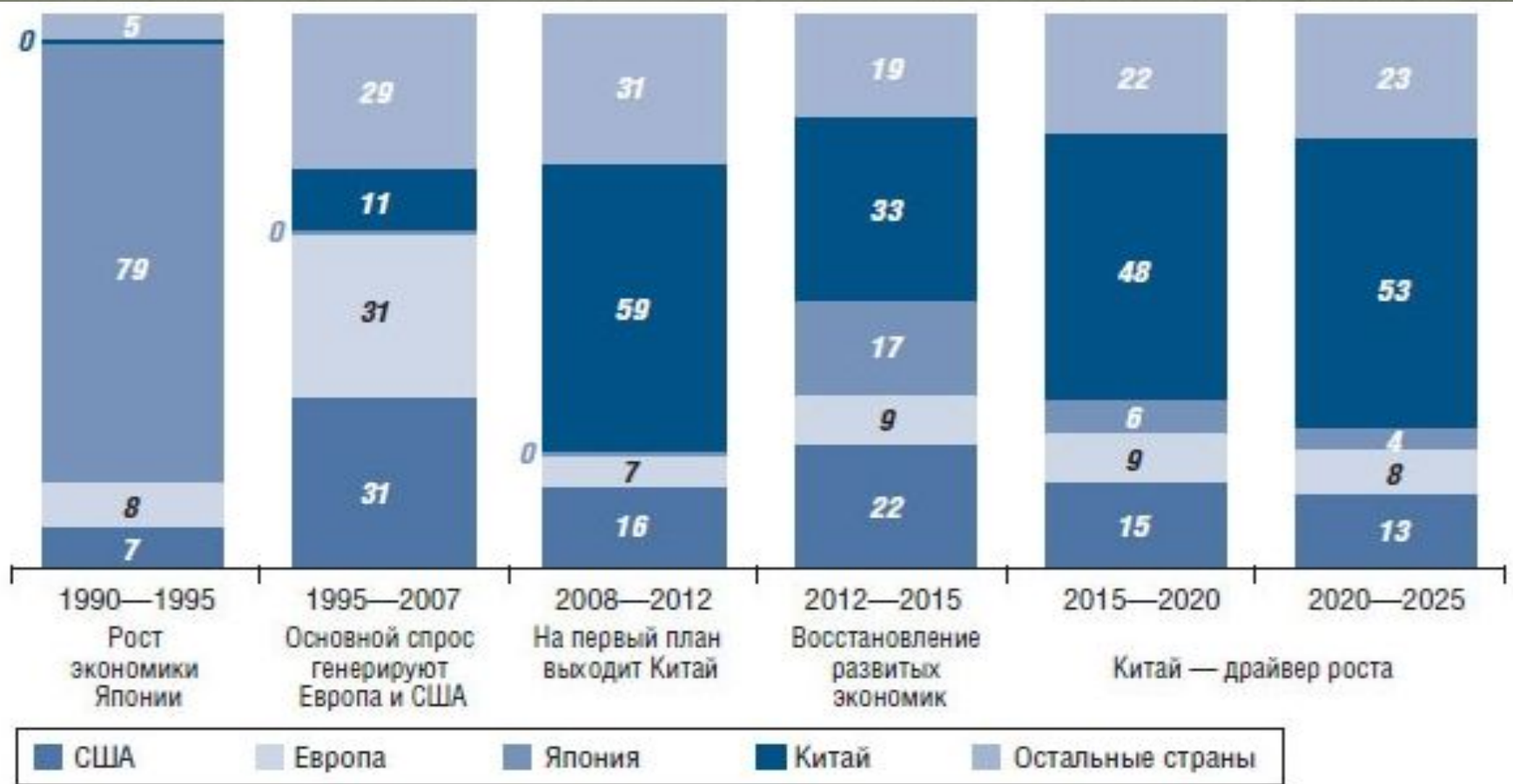




# Dynamics Of The Luxurious Goods Usage



# Industry Of The Luxurious Goods





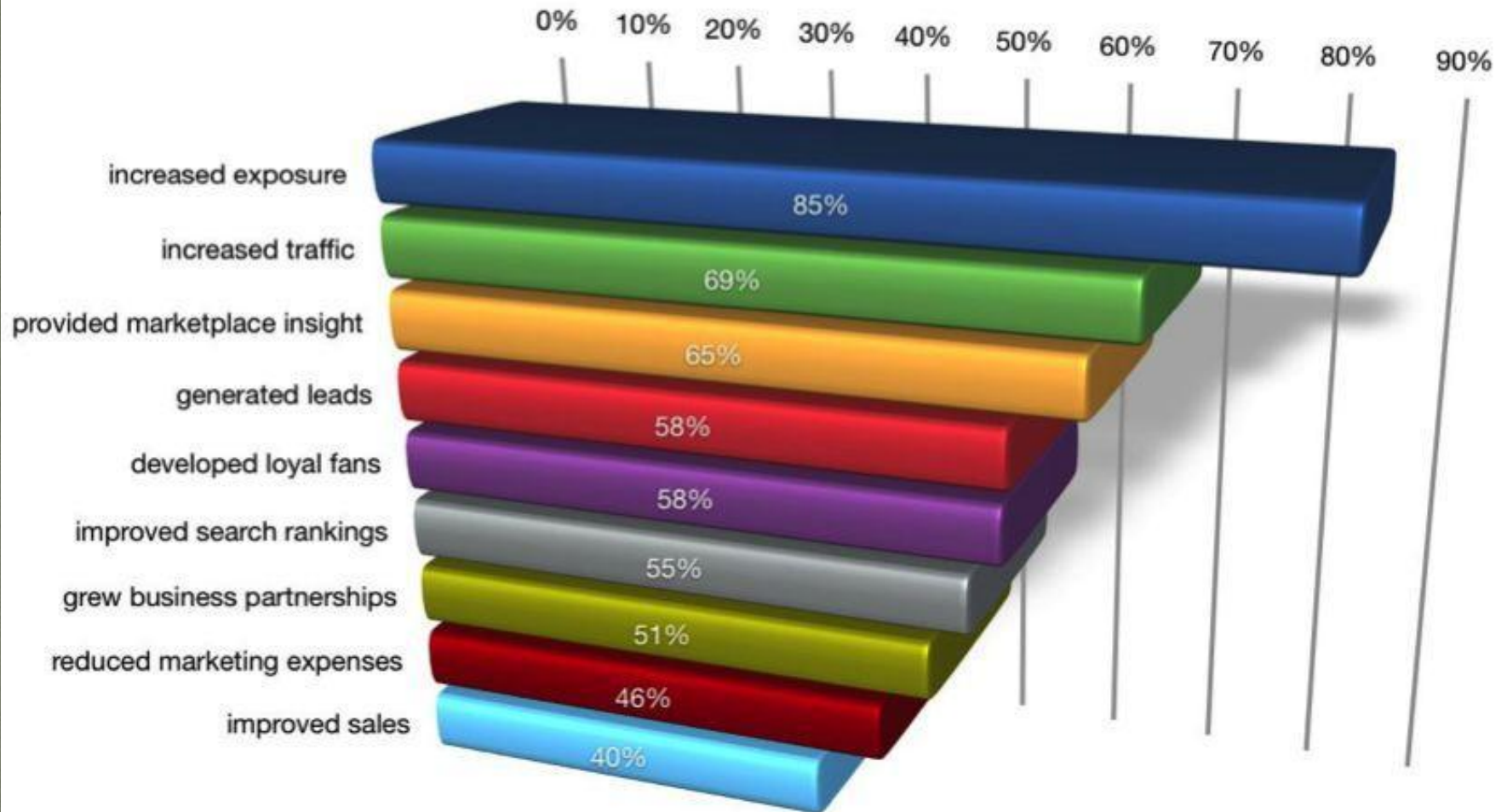
# ***Social Media Marketing***



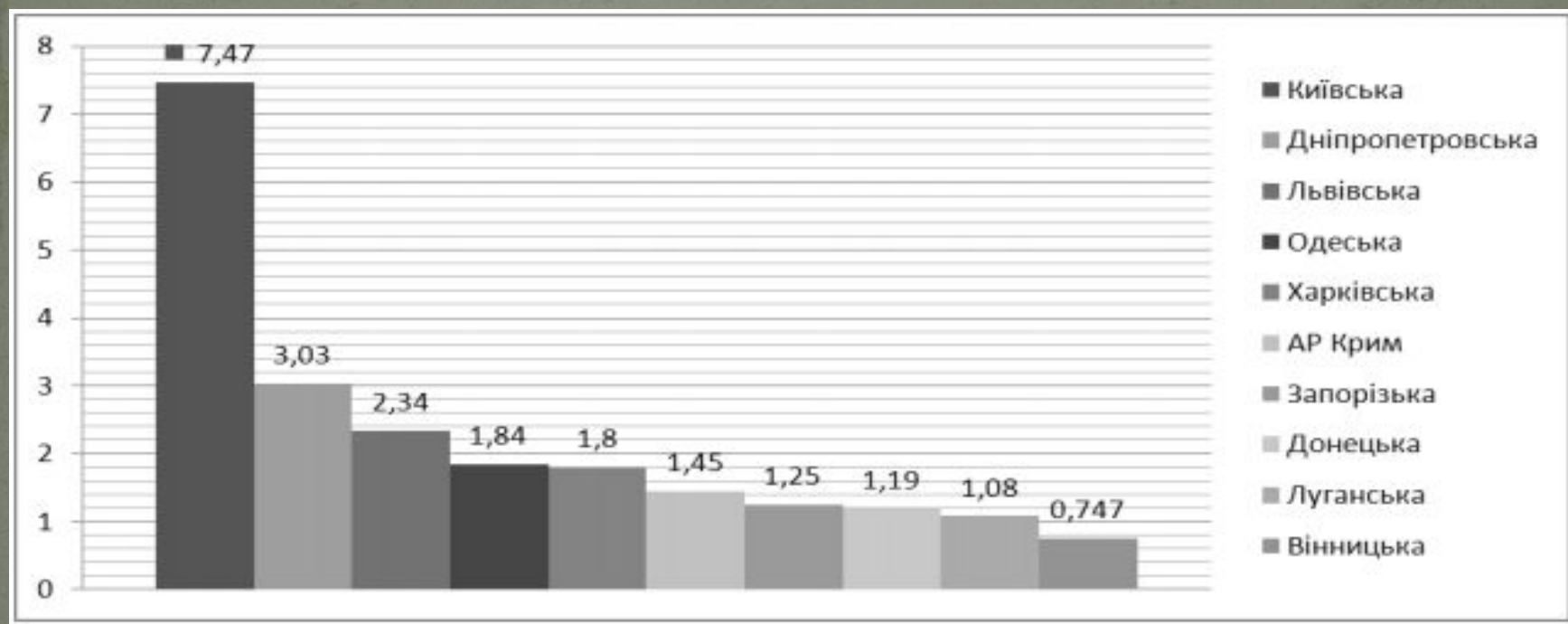
**Three  
Keys for  
Business**

# Benefits of social media

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# 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!**