

СЕКЦІЯ 5.

МАРКЕТИНГОВІ ТА ЛОГІСТИЧНІ ТЕХНОЛОГІЇ У ВЗАЄМОДІЇ МІЖ УЧАСНИКАМИ ІННОВАЦІЙНОГО ПРОЦЕСУ

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USAGJE OF SOCIAL MEDIA FOR SME'S MARKETING PURPOSES ON EXAMPLE OF POLAND

The enormous growth of social media carries many implications, one of which is how social media technologies can transform business and especially marketing. Numerous marketing departments in companies are now facing difficult questions related to social media. Should and if so how marketers engage online communities on Facebook to increase brand awareness and reach out to consumers for product ideas? This theses aim is to present barriers that prevent SMEs to use Facebook for their marketing purposes. In conference speech author presents the research results carried out in Lodz Voivodship in Poland. In Poland the number of Facebook users has already exceeded 7.5 million barrier. Among them is the so-called 3.5 million "active users," or people who have done any sort of activity for at least one fanpage. In 2011 Polish Facebook users clicked 50 million times on the button "I like it" and posted a 18 million comments. Posting entries already own far less, because only in the number of 2.4 million.

The results of author's research shows that still few of Polish entrepreneurs see potential for social networking platforms like Facebook or its Polish competitor NK.pl, and use their strengths in business activities. Among the organizations surveyed by P. Malak, only 14% admit that uses this form of building relationships with current and potential customers. A similar study conducted by Cisco internationally indicates that as much as 75% of firms from 20 countries declared that they already use social networking sites. Among Polish companies declaring presence on social networking sites the highest percentage (57%) are small and medium sized organizations employing up to 250 people, 23% are the companies, which hire at least 500 people and 8% - the largest - over 5000 employees. The interest of small and medium sized businesses with new forms of communication proves that they are able to efficiently than their larger competitors adapt to changing customer expectations and respond quickly to market needs [1].

In conducted research (the sample size was 138 SMEs) only 11% of organizations said they use Facebook as a form of contact with the environment. And in the case of this study, it appears that the smaller the company, the more benefits derives from this type of communication. The highest percentage (67%) organizations using Facebook were micro enterprises. IDIs showed that the most common barriers that prevent companies from using Facebook are: lack of people with appropriate qualifications in the organization; lack of conviction as to the presence on Facebook that will increase revenues; lack of funds for additional form of promotion; lack of time for additional promotion. Results from the survey indicate that the most frequent barrier was the lack of conviction that social media work, despite the generally positive attitude of Polish companies into social media, is still a fairly large group of people approaching them skeptically - 37 percent. Respondents doubted that they can become a tool to achieve business goals.

Social services are in high demand and their popularity consantly grows which is acompanied by a a growing concern form sales and marketing specialists. More and more companies see the potential of social media, however the strategy employed by most of them focus only on the promotion of products and services and PR operations. Only a few use them for sales or customer service, or use opinions of the community in the design process of new products. Although these companies are already present in social media, they treated them as an additional marketing channel, rather than as a phenomenon permitting the creation of new ways of doing business. This research shows that social media marketing especially marketing on Facebook is still a relatively new concept for SMEs from Lodz Voivodeship. Even eterprises that use Facebook in the portfolio of their marketing activities don't seek for professional help and leave it either to company workers or family or friends of company owners. Nevertheless according to IDIs and current research and trends it seems that the marketers presence on Facebook will be constantly growing.

1. Malak P. Polskie firmy na platformach społecznościowych/ P. Malak// Source: hbrp.pl/news.php?id=70