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бізнес-діяльності підприємства і розраховуються за результатами контролю та аналізу стану досягнення цілей від впровадження бізнес проєктів, прийняття управлінських рішень.

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IMPROVING THE VIRTUAL COMMUNITIES EFFICIENCY AS A FUNDAMENTAL FACTOR OF SUCCESSFUL MARKETING STRATEGY

This article decided an important scientific task of developing methods for increasing the virtual communities' efficiency as a key factor of their marketing strategy. The marketing strategy of studied virtual community based on developing method for increasing the virtual communities' efficiency is formed and implemented. Different types of virtual communities were analyzed, and their place in WWW was defined. The analysis of virtual communities' efficiency criteria was carried out and complex of numerical indexes of effectiveness of the virtual communities was defined. Analyzing and defining characteristics and classification of virtual community members were presented. The method of improving the effectiveness of the community functionality was described.

Keywords: *marketing strategy, World Wide Web, virtual community, efficiency increasing, virtual community member, administrator, moderator, content.*

The virtual communities consisting of ordinary users of network are gaining an increasing role at the present stage [1-4] of development of the Internet and global information system World Wide Web.

Virtual community [5, 6] is a social group of people, who communicate and interact via the Internet with the help of specialized services and websites within the WWW. Virtual communities are one of the foundations for the successful establishment of the information society.

Despite the large quantity of existing virtual communities, only a few of them are efficient. The vast majority of Internet communities are inefficient and do not justify the owners' expectations. Such situation, primarily, can be explained by the lack of method for creating efficient Internet communities.

Methods which allow owners to create efficient virtual communities nowadays [7-11] are mostly intuitive or hidden from the public. Efficient virtual community communities exist but they are few, they emerge and function successfully only because of certain subjective factors such as talent and intuition of their owners.

Considering the current state and dynamics of development of Ukrainian segment of the Internet, it's not hard to forecast that new Internet communities will appear, present communities will develop [12-13], the amount of content and users' quantity will increase.

Therefore, the creation of community model, development of methods and means of creating efficient communities and improving the efficiency of the already existing ones is very relevant and important task.

Specification of virtual communities members. The member of virtual communities is the community established person who: visits community site, reads or publishing content in the form of participation in discussions and compiles messages.

The members of communities are usually the people that represented themselves or a company by their activity. They can use real names as (like in "Twitter" or "Facebook") and

fictional names - nicknames. If a member is acting on behalf of the organization, it uses the name of a company.

Each member of virtual community is characterized by the following set of parameters:

- name of the member;
- password access;
- e-mail;
- date of last visit;
- personal data;
- set of created messages;
- set of initiated discussions;
- set of derived reviews;
- set of made reviews.

According to the rights and powers of community, members belong to one of four classes:

- **unregistered (guests)** can only view (not always in full) themes and messages by other members of community;
- **registered users** can view the messages, participate in discussions and surveys, create them and adjust their message;
- **moderators** – in addition to features that have registered members, moderators perform the functions of content management in “their” topic: adjusting messages and discussions (in certain sections) - deleting incorrect, meaningless messages or those that do not relate to the theme, promoting and advertising the community to attract new members;
- **administrators** – in the hierarchy of the community have the highest status: in addition to the functions of moderator, serve as the “teacher” (registration of members and help) and “overseer” (block violators), moderators topics and technical support, promotion and advertising community, attracting new members.

Each type of members except unregistered, has certain rights which, for clarity, are presented in the Table 1. Each member, depending on affiliation to one of the classes is also provided some opportunities to influence on the community content and other stakeholders. The registered member has the smallest capacity, and mostly – administrator.

Table 1

Virtual community members copyright regarding the creation and modification of the content and impact on other members

Opportunities	Registered users	Moderator	Administrator
Content creation	Yes	Yes	Yes
Content management	Only own	Only own	Yes
Members management	No	Partly	Yes

Table 2

The efficiency factors of “Lviv. Forum Ridne Misto” virtual community

Factors of performance / year	2011	2012	2013	2014	2015
Citation	249	299	355	323	454
Attendance	270000	296000	326000	357000	395000
Quality of the content structure	7	8	9	9	10
Member growth	2923	3456	3989	4365	4890
Number of members with complete information	214	239	274	306	346
Rate of increase in members	40	35	45	47	50
Content amount	150513	186055	200752	230036	263564
Rate of content increase	2199	2635	2902	3456	3719
Moderation	1	1	1,5	1,7	2,1
Conflict quantity	45	45	51	57	63

Here are all possible atomic transactions for each class of members.

Virtual community “Lviv. Forum Ridne Misto” began its existence in 2002, so its performance analysis conducted since today. The studied virtual community operates by the active scenario [14] of virtual community.

The dynamics of each performance for the five years is shown in the Table. 2.

The total efficiency of virtual community “Lviv. Forum Ridne Misto” is showed that this community is high effective and demonstrates progressive dynamics of growth efficiency (Figure 1).

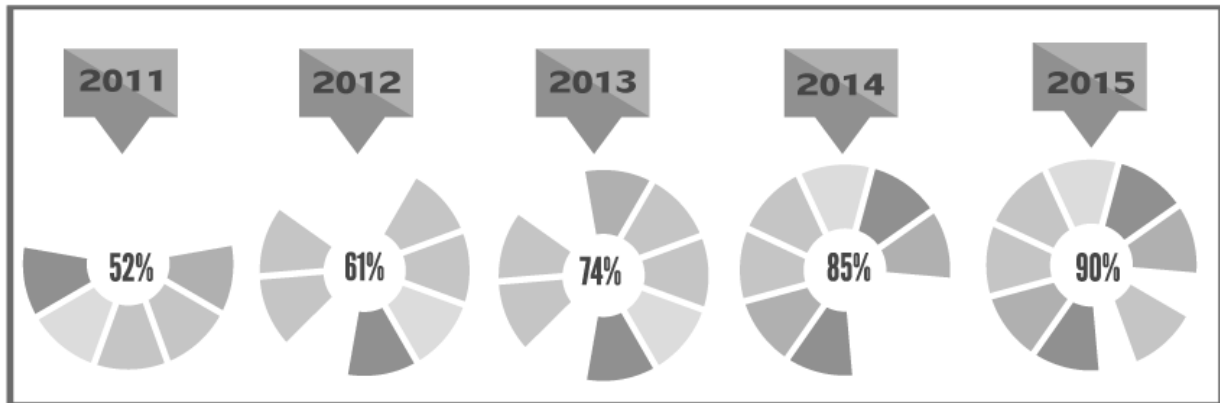


Figure 1. Total efficiency of community “Lviv. Forum Ridne Misto” (2011-2015)

This is primarily due to the improvement of the quality of the content structure, high citation, reduction of costs of moderated virtual community and reduction of conflict in the community, confirming the effectiveness of the proposed methods and the author means to improve the efficiency of virtual communities (Figure 2).

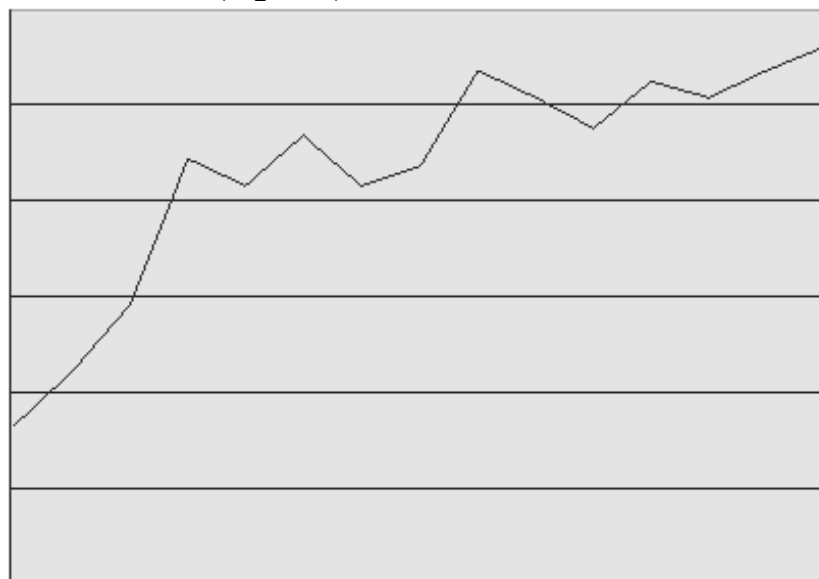


Figure 2. Dynamics of efficiency of marketing strategy of studied virtual community “Lviv. Forum Ridne Misto”

The calculated dynamics of efficiency of community (Figure 2) is shows that marketing strategy of studied virtual community “Lviv. Forum Ridne Misto” is successful and effective.

The article decided an important scientific task of formation and implementation of marketing strategy of virtual community based on developing method for increasing the virtual communities’ efficiency.

This method provides effective functioning of the virtual community in the long term.

This paper shows the methods of structuring information content of virtual community by identifying the thematic debate pursuant to sections balancing trees, etc., popularizing virtual community by spreading others in other communication services and reverse consolidation which

helped to increase the volume and improve the structure of others and make the content more accessible for members.

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