

Network PR tools

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Abstract. *The article describes modern technologies and tools in the implementation of PR in social networks. Emphasis is placed on the main tools that will help to conduct a successful PR campaign online.*

Key words: network, PR, information and communication technologies, SMM, site, blogging, SMO, viral marketing.

Today's processes of informatization and digitalization of all spheres of life have moved society into the network sphere. The field of PR is no exception. The same laws apply in the network as in the offline environment: there is also a need to create a “correct” image of your company in the eyes of the target audience; you also need to work with people's concepts and beliefs about the company, its products or services; you also need to react quickly to criticism and block the attacks of opponents. All these tasks went offline.

Features of the online environment also affect PR tools on the Internet. Due to the popularity of web technologies, PR on the Internet has an explosive effect, so you need to know what methods to use for proper positioning.

Interaction with the Internet audience can be organized in several ways:

- Through social services and resources;
- Through authoritative online media;
- Through the company's own website [4].

The most popular tools of network PR are:

1) SMO is an adaptation to social networks. This item should become the first number in the list of tasks, because the audience of social networks is growing every day. Brand pages on Facebook, Instagram and other similar platforms are small or large media with their readership. SMO will help attract the user to the community of your brand. Therefore, on the main resource of the company we

place links to network accounts (with beautiful avatars and a sufficient number of subscribers).

2) SMM, i.e. social media marketing, is a continuation of the SMO strategy. Using SMM methods, future customers are attracted to the brand's pages on social networks, creating interesting and useful content, as well as launching interactive promotions, contests, etc [1].

3) Blogging. Interesting content is the basis of all online PR methods. Many business owners think that site visitors never go to the “Our Articles” section. In fact, a blog can be an important part of a PR campaign strategy: potential customers search for information by driving key queries into a search engine. And the more of these keys will be in the blog articles, the more often customers will come to your site. The effectiveness of the method can be assessed by the number of views, likes, comments and bundles – these points will help to understand what else the client wants to know and create interesting articles for him. The tasks of running a corporate blog of the company are in many respects similar to the tasks of creating groups on social networks or creating company profiles on popular and authoritative thematic forums. Its own corporate blog, in terms of PR on the Internet, helps the company to become “closer to the people”, because the blogosphere is a kind of “barometer” of the interests of the Internet audience: any important event immediately finds a response in blogs [3].

4) Viral marketing. Experts often answer the question of what PR is, one capacious and as old as the world phrase – “sundress radio”. “Viral” marketing is an idea that will appeal to and “infect” a huge audience. People themselves will spread such information on social networks. To create a viral campaign you need to: create positive content, focusing on the strengths of the topic or concept [2].

The information should be focused on the bright response of the audience. The message should be useful and practical.

5) SERM – PR image on the network. Sometimes companies order false positive reviews about themselves and negative ones about competitors. “White” methods are much more effective, because it is better to place a block with real feedback about yourself – both positive and moderately negative – in Landings or mailing lists. After all, the presence of different reviews will serve as proof that the company does not catch the eye. The user understands that everyone makes mistakes, and “sweet” reviews will not believe [3].

6) Own group on a social network - the company will be able to add images from its group (for example, photos of sold goods or successfully completed projects), publish news and notes about the life of the company, organize discussions of new products, organize contests, promotions, etc [5].

7) Another important online PR tool for a company is its own website. It can be a representative site or a corporate, online store or advertising promotional site. Each of the types of sites helps to implement a certain range of PR tasks facing the company. The company's own website for business is its “virtual office” and it can take over all the functions of representing the company's interests on the Internet. However, the best effect in gaining popularity and recognition among Internet users can be achieved only with an integrated approach, when the site, a group of accompanying social profiles and advertising campaigns on the Internet interact closely with each other, complement each other [2].

8) The company's participation in a popular thematic forum, relevant to the profile of its activities, will allow the company from the position of an expert to give advice to other participants of such a forum, to answer their questions. Competent, polite and competent messages in this case form a lasting positive impression of the forum visitors, and, in fact, this is the main purpose of PR on the Internet [6,7].

9) Publication of news and notes about the company, press releases in the leading online media – an important tool of PR on the Internet. The wider the coverage of popular online newspapers and magazines, the more attention will be drawn to the company and its products or services. At the same

time, it is sometimes much easier to get to the pages of popular online publications than to the pages of ordinary newspapers or on TV and radio [8].

The more honest the PR tools in the network, the longer-lasting the effect will be, and honest methods of attracting customers will provide a huge audience of regular customers.

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