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MARKETING FEATURES OF PROMOTION TACTICS OF SOCIAL BUSINESS IN SOCIAL NETWORKS

МАРКЕТИНГОВІ ОСОБЛИВОСТІ ТАКТИКИ ПРОСУВАННЯ СОЦІАЛЬНОГО БІЗНЕСУ У СОЦІАЛЬНИХ МЕРЕЖАХ

Urgency of the research. The growth of the consciousness of society and the development of social networks have created a new type of business, which is called a social enterprise, that is rapidly developing in the world and in Ukraine.

Target setting. The problem of misunderstanding of the sense of social business lies in the combination of social and commercial.

Actual scientific researches and issues analysis. Such researchers as G. Dis, J. Boshe, G. Schulier, J. Meyr, I. Marty made an important contribution into the development of social entrepreneurship development problems.

Uninvestigated parts of general matters defining. Solving the social problem as the main direction of the information campaign in advancing social business, new forms of strategies and tactics in this segment is an interesting object for the researches.

The research objective. In the article the following tasks were determined: to define the categorical apparatus of «social entrepreneurship», to analyze the activities of social enterprises in the West of Europe, Israel and Ukraine, to explore effective ways to promote social entrepreneurship in social networks.

The statement of basic materials. The differences between social entrepreneurship and charity, traditional business, social responsibility of business are shown in the article. Moreover, the types and models of social entrepreneurship are highlighted and a new marketing methodology is proposed.

Conclusions. The effectiveness of promoting social business through the idea of a locomotive was proved in the article as well as six stages of the information campaign were distinguished.

Keywords: social entrepreneurship; tactics of promotion; social networks; marketing, social communication.

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Актуальність теми дослідження. Зростання свідомості суспільства та розвиток соціальних мереж породили новий вид бізнесу – соціальне підприємництво, яке стрімко розвивається в світі та Україні.

Постановка проблеми. У поєднанні соціального та комерційного криється проблема нерозуміння суті соціального бізнесу.

Аналіз останніх досліджень і публікацій. Важливий вклад у розробку проблем розвитку соціального підприємництва внесли дослідники Г. Діс, Дж. Боше, Г. Шульєр, Дж. Мейр, І. Марті.

Виділення недосліджених частин загальної проблеми. Вирішення соціальної проблеми, як основного напрямку інформаційної кампанії у просуванні соціального бізнесу, нові форми стратегій і тактик у цьому сегменті є цікавим об'єктом для досліджень.

Постановка завдання. При написанні статті були поставлені такі завдання: визначити категоріальний апарат «соціального підприємництва», проаналізувати діяльність соціальних підприємств на Заході Європи, Ізраїлі та Україні, дослідити ефективні способи просування соціального підприємництва у соціальних мережах.

Виклад основного матеріалу. В статті показано розбіжності між соціальним підприємництвом та благодійністю, традиційним бізнесом, соціальною відповідальністю бізнесу, виокремлено типи та моделі соціального підприємництва; визначено типи та моделі соціального підприємництва та запропоновано нову методологію маркетингу.

Висновки. У статті доведено ефективність просування соціального бізнесу за допомогою ідеї-локомотива та виокремлено 6 етапів інформаційної кампанії.

Ключові слова: соціальне підприємництво; тактика просування; соціальні мережі; маркетинг; соціальні комунікації.

Urgency of the research. Today the information society is becoming more conscious and socially responsible. This positive transformation has become a catalyst for the emergence of a new type of business which is called social. It aims to solve social problems and get profit at the same time. Social entrepreneurship is actively developing around the world, particularly in Israel, Europe, Great Britain, Poland, Italy, America and Asian countries. According to Charlotte Ashton in 2011, the growth rate of small and medium-sized enterprises was 28%, and social ones – 58% [1]. Today in Ukraine there are only 150 social enterprises, but this number is constantly increasing [2].

A significant role in the development of social entrepreneurship is played by social networks, where a conscious society that supports progressive ideas is concentrated. Therefore, the promotion of social business is associated with social networks, where the main loyal audience is located.

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Target setting. In a combination of social and commercial lies the main problem of the lack of understanding of social business benefits to the traditional one, also cautious attitude of consumers towards the social component of such entrepreneurship and its perception as a «social responsibility» of traditional business. In this direction it is necessary to pay attention to the orientation of information campaigns, ways to reduce the cost of promotion, because the profits of social business are less than profits of traditional one.

Actual scientific researches and issues analysis. Such researchers as K. Adler, H. Dis, J. Boshe, G. Schullier, J. Meyr, I. Marty, P. Heine, A. Rih, M. Lerner and others made an important contribution to the development of social entrepreneurship development issues. The key questions of social communications were explored by domestic scientists G. Pocheptsov, V. Rizun, O. Kholod, V. Il'ganayev and others.

Uninvestigated parts of general matters defining. Since social entrepreneurship is a relatively new form of business, and its promotion is radically different from conservative methods, we can say that there are only few existing publications of general type, in which the foreign experience is schematically researched. There are no publications in which the new forms of marketing strategies and tactics, and features of the promotion of social entrepreneurship in social networks are disclosed.

The research objective is to define the categorical apparatus of «social entrepreneurship», to analyze the activities of social entrepreneurship in the West Europe and Israel, to explore the main ways of promoting of social entrepreneurship in social networks.

The statement of basic materials. Social entrepreneurship is a business that is being promoted thanks to a social mission. Directions of the activity of a social enterprise can be the following: the regulation of unemployment, health, ecology, education, public involvement, social protection issue etc. The mission of such enterprises is to bring public benefit and get profit.

Today there are a significant numbers of interpretations of the term «social entrepreneurship», which is silently caused by the historical, cultural and political features of different countries.

For example, western scientific literature bases the term «social entrepreneurship» on the concept «business activity», which is carried out by non-profit organizations [3].

K. Alter distinguishes three models of social entrepreneurship: «Support of entrepreneurship», «Employment», «Service charge». The mentioned models are the business activities of social enterprises and the main mission.

Also, the term «social entrepreneurship» can be considered as an organizational structure. K. Adler distinguishes several types of enterprises [4]:

1. «Built-in social entrepreneurship», when a non-profit organization forms social enterprises, which are adapted for program purposes, using business approaches.
2. «Integrated Social Entrepreneurship», when business activity serves as a source of financial resources for the implementation of the mission and stated social goals.
3. «External social entrepreneurship» is an organization that does not combine social programs and business activities. Business activity functions separately from the organization, but it is the one of the sources of financing.

In order to understand the place and role of social entrepreneurship better, we will make its comparative characteristics with a non-profit organization and a traditional business [4].

Social enterprise and non-profit organization

A social enterprise and a non-profit organization have a common goal which is to fulfill a social mission, and to use the profit to solve a socially significant problem. The difference between them is the availability of income and self-sufficiency.

The source of permanent income and the ability to cover costs is commercial activity. However, for a nonprofit organization, there are limits for the distribution of income received, unlike social enterprises, where there are more options for income generation and its disposition [4].

Social entrepreneurship and traditional entrepreneurship

The main difference between social entrepreneurs and the traditional ones is that by leading the distribution of «earned profit», they are directly responding to the social problem with the mission

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which they pursue in their activities by selling socially oriented products and services or by hiring separate social groups of the population for their adaptation and socialization.

Traditional enterprises often use the effect of social engagement, but such activities have only an indirect effect on social problems.

Today, most corporations are trying to focus on social responsibility, which can bring benefits to organizations by increasing its capitalization. The company spends part of the revenues on charity, but the main goal remains to make profit, which is accordingly distributed among the participants.

In the traditional enterprise the result of activity is estimated by profit, in social one – by financial condition and social effect. Social enterprises tend to have a longer payback period than traditional ones. Also, social enterprises claim support among social groups [4].

Hameshakem in Israel

Hameshakem is the largest social business in Israel. The organization provides 3,000 jobs, has more than 30 offices where people with disabilities work. The law of Israel obliges to have 5-10% of disabled people in each enterprise; at Hameshakem they have 95% [5].

France, Organic production

Kokani Gardens include several enterprises of organic agricultural production for social and labor rehabilitation of vulnerable population groups. Such an organization has regular customers who buy certain volumes of production every week. There are 120 such enterprises, 4000 people are employed, 22 000 families are consumers [6].

The SELUSI project, which explores the activities of more than 600 social enterprises in Europe, identified the main areas of activity of social enterprises: social services – 6,7%, employment and training – 14,88%, environmental protection – 14,52%, education – 14,52 %, economic, social development and community development – 14,34%, culture, art and leisure – 7,08%, health care – 6,9%, housing provision – 2,72%, business associations – 2%, legislation, propaganda and politics – 1,63%, others – 4,72% [6].

Social entrepreneurship in Ukraine

Today Ukrainian social enterprises exist in the form of charitable organizations that sell goods and services, which is mentioned in the law, as well as in the form of separate enterprises at charitable or public organizations.

In 2010-2013 the project «Promotion of Social Entrepreneurship of Ukraine» included the British Council, funds «Eastern Europe» and «Renaissance», the auditing company «Pricewaterhouse Coopers» and «Erste Bank». British experts conducted a series of trainings and a competition for a business plan. The Belgian handmade chocolate cafe-confectionery had won the project, where 20-50% of the income was spent for the financing of hippotherapy for children with special needs and for employment for their parents.

A vivid example of social entrepreneurship in Ukraine is the social bakery «Gorihoviy Dim» in Lviv, where cookies for cafes and restaurants are being prepared. «Gorihoviy Dim» is designed to support women who are in difficult situation, have no shelter, and the bakery pays for housing and provides jobs [7].

The most common type of activity of Ukrainian social enterprises is the provision of services – 67%; then there is a combination of production and services – 26%, production activity – 7% of enterprises [8, p. 79].

Social enterprises are characterized by a very wide range of activities ranging from providing of social services to employment of people with special needs or housing [9].

We can see from the above mentioned material the difference among traditional entrepreneurship, charity, social responsibility of business and social business, therefore the marketing strategies and tactics of promoting social business from the traditional methods are fundamentally different. The main difference of the marketing of social business is that initially useful social idea is promoted as a «locomotive», and then, on this social significance, the business is promoted. Moreover, the promotion of a business idea or service lies on the already prepared by «locomotive» public opinion. For example, the existing store «Laska» support on its Facebook page various social initiatives from fund raising for animal shelter to world-wide utilization of coffee cups.

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Social networks occupy a key position. They are not only a personal media space, but also are an influential, operational and targeted source of information. It can be communities, individual bloggers, active users, thematic pages (Instagram, facebook, twitter) – tools and channels that will allow not only to inform but also to receive feedback on the output.

The tactics of promotion of social enterprises include 6 stages:**1. Launching the Locomotive Idea**

Start of any information campaign of social product or service in social networks makes sense to begin with reporting its social benefit and necessity, thus preparing public opinion for the release of a new product. This will greatly facilitate and reduce the cost of the information campaign, as stakeholders will be already well positioned before the appearance of the product / service as a tool for solving a particular social problem.

2. Set up an account in a social network under different users.

Users are at different stages of acquaintance with a product or a service and they have different expectations from the product (service). Hence, there is a need to arrange various information campaigns for different audiences based on the level of awareness.

3. Detailing of the information campaign

The information campaign should be divided by spheres and groups of the audience. By launching targeted messages, it is possible to track the most involved segments. This way will help to identify the most effective tools and channels among others. During the information campaign, it's not necessary to change more than 1-2 indicators. For example, if you change ad content or targeting criteria at the same time, you will not be able to estimate the results.

4. Frequency of messages

Promotion activity depends on the stage at which the client left the page. Of course, it is necessary to pay more attention to those who are ready to buy a product (service).

If the promotion tool is an advertisement, then it's important to adjust the frequency of its displaying no more than 5 times a day, so that do not cause a negative reaction.

5. Profitability analysis

The effectiveness of a campaign can be estimated differently, for example, those that gave a smaller conversion, but «sold» more expensive goods. Also, the indicator of a company success is involving buyers with high potential of re-purchasing.

6. Use of automation

On the platforms of the type AdWords there are many automation elements that optimize the process on an ongoing basis. There are several basic levers that can be set in automatic mode, which significantly will save time [10].

By defining the main criteria for promoting social enterprises, we can assert that promotion is a delicate process and takes time. But after a detailed analysis of the target audience and well-planned information campaigns, it is possible to get an enterprise that is actively developing and fulfilling its mission. It is necessary to take into account the fact that social enterprises carry a mission of a social character, therefore, campaigns for the promotion of an idea, a product or a service must meet the requirements of the mission.

Conclusions.

Having fulfilled the tasks set, we reached the following conclusions:

1. Western scientists define a social enterprise as an innovative enterprise that considers social values and continuous search for a particular social problem as its mission, and bears responsibility towards a particular social group to which it helps.

2. Social entrepreneurship receives profits for solving social problems.

3. To promote social business, the main thing is informing stakeholders, for what is better effectively use of social networks with clearly targeted audiences.

4. It is effectively to launch the idea of locomotives for the preparation of public opinion to solve a particular social problem, and then carry out an information campaign. Such method will reduce the cost for the information campaign and increase the conversion, the audience of fans and clients.

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