

Brand Marketing Trends in Russian Social Media

VERONIKA YU. CHERNOVA¹, OKSANA V. TRETYAKOVA,² & ANDREY I. VLASOV³

¹Peoples' Friendship University of Russia, Russian Federation

²Tyumen Industrial University, Russian Federation

³Bauman Moscow State Technical University, Russian Federation

In the paper, the authors have reviewed common actions, an aim of which is consumer engagement in interactions with a brand in social media. They have also reviewed engagement types and effects of their use. Based on a literature review, in a clearer way, the authors have presented attributes of Internet marketing and explored brand-marketing challenges on the Internet. Authors have summarized the information on Russian users' efforts in social media. Based on empirical data, the researchers have made a portrait of media actors and the audience in Russian social media, identified target groups among consumers by a number of criteria. They have also completed an analysis of common ways for promotion of companies (brands) and their products and services, taking into account a structure of social media users and specifics of communication channels. Findings include identified most common lines of business for promotion in a competitive social media based on efficiency of the engagement response (rate) per brand/product-specific page or post. These data have made it possible to formalize strategic goals and possible results of brand marketing for various types of social media.

Keywords: Social media, brand marketing, engagement index, advertising, E-commerce

The main area of application of Internet marketing efforts are transaction costs and new opportunities associated with their reduction (Kuzmin, 2017). Therefore, the paramount role here is played not by commodity policy (as in traditional marketing), but by communication and marketing policies that make the goods available to the maximum number of potential buyers. Traditional marketing tools (Timoshkin & Vlasov, 1996) in recent years have changed significantly.

The development of information technology has recently resulted in a clear trend towards a qualitative change in ways of communication. Social platforms have become an effective tool for building relationship with the audience and, above all, it is especially relevant for business. In today's conditions, social media platforms are indeed a main field of operations for marketing managers. For many companies, Social Media Marketing (SMM) has become even more important than website management and optimization. In social media, professionals choose target audiences, test products, analyse user's preferences, collect feedbacks on corporate performance, work with complaints and communicate with customers. At the same time, corporate websites have retained their role as one of the key elements on a business strategy on the Internet, while social media have become a platform for interaction with consumers and advertising campaigns.

Social media have significantly changed the way of customer support. Present-day companies that have their Internet profiles need to present a brand in many new ways: posts in social media and generation of cognitive, entertaining, and brand-specific content. Internet marketing refers to the theory and methodology, based on which we create, advertise, and deliver product/service-specific promotion campaigns in media (Uspenskiy, 2003). Along with the appearance of this type of activity, new promotion ways have also emerged, such as product placement, feedback, and mentions in social media, opinion leaders, repost competitions, special offers, etc. It is important here to define in a correct way the style and tactics of corporate interactions with customers. Herewith, a high status is given to advertising. An advantage of native advertising is an ability to overcome a mechanical barrier of perception and 'banner blindness' (Benway, & Lane) that prevent users from paying attention to advertisements when they subconsciously classify advertisements as a background noise.

Having become a new platform with lowest costs for the customer capture, social media have rapidly achieved recognition in brand marketing sector. The process of brand perception control among the consumers relies on feedback posts related to a company or products in social media. To maintain customers' loyalty, companies need to pay great attention to the work with customers' complaints and feedback. Individual interactions of a brand with consumers do not only make it possible to obtain the information a company is interested in, but also influence brand loyalty in a positive way (Simpson, 2018). Identification of main directions of brand marketing development in social media, an assessment of a corporate status and its audience structure give companies an opportunity in a qualitative way to develop a strategy for business promotion in social media.

In order to identify main trends in Russian brand marketing, one needs to examine how businesses apply social media. Therefore, the research aims at an analysis of brand-marketing trends in Russian social media. Objectives of the research were dependant on an interdisciplinary nature of the discussed phenomenon and included the following: making a portrait of the social media audience; identification of consumers' target groups in the most popular social media by socio-demographic criteria; identification of the most popular business lines for promotion on a particular social media platform; analysis of trend influence in social media on brand marketing; identification of main components of brand marketing in social media; statement of strategic goals and possible results of brand marketing for various types of social media.

Literature Review

Britvin (2008) refers a social media to a social structure that consists of nodes linked together in one or more ways owing to social relationship. In view of information technology, a social media is a software service, a kind of platform or technological platform designed for interaction of people in a certain group (or groups). For this reason, the social media organisation is a powerful marketing tool making it possible to reach a huge audience. Social media have recently faced an intense development, and here a practice-oriented side of brand marketing in social media is important as it covered by researchers in a sufficient way.

Andreychenko and Polyakova (2011) overview marketing principles in social media and provide a rationale for an effective use of social Internet marketing for brand promotion and PR. Slugina (2015) reviews challenges and prospects in marketing communications in social media. She classifies motives for a usage of social media. There is an examination of basic tools for online marketing, as well as ways of audience capture and marketing

communications management. At the same time, note that in a methodological aspect, the paper does not include supportive empirical data.

Jokinen (2016) shows how a profile in social media makes it possible to influence the consumers' brand perception. The survey has made it possible to reveal significant differences between online and offline branding. The findings show available differences in branding between social media and traditional media. Besides, the corporate presence in social media is usually seen as a slightly more important aspect for consumer brand perception and trust, which is positive for a corporate image. An influence of social media on the brand image closely relates to a choice of a target group, namely, time spent by target consumers on social media platforms. De Vries et al. (2012) complement this approach with a focus on the brand concept as such. Based on the survey among users, there is a description of specifics of brand promotion patterns on social media with identified main strategies for corporate promotion.

Odhiambo (2012) found that now in some SMM sectors, promotion channels are more effective than traditional marketing techniques. However, Odhiambo states that it is not possible to use only one promotion channel, as they should always be developed in a comprehensive manner under a common strategy.

Manninen understands social media as a strategic branding tool. This relies on the fact that an ability of consumers to leave feedback on the social media platform has become a trigger for marketing managers. All managerial decisions depend on how they use these triggers for brand promotion. Manninen describes unique features of social media. Qualitative criteria for Internet marketing are discussed in Limba et al. (2018).

Zlobina and Zavrazina (2015) presented a comparative analysis of the audience for online and mobile platforms, reviewed the development dynamics of the Internet, users of mobile platforms and the audience of social media. They also described a difference between target audiences of various social media. They provided practice-oriented recommendations for business in social media. Socio-demographic factors of Internet entrepreneurship development are studied by Samašonok, Iđoraitė, and Leđkienė-Hussey (2016). Debono (2013) examines corporate performance in social media with cases from hospitality sector. There is an examination of a degree, to which companies come closer to target audiences via SMM, changed approaches to positioning, and higher efficiency of corporate brand strategies. Johansson (2010) describes the case of promotion on a social media of the company that is operating in the sector of consumer goods. Authors explored a degree of brand recognition and factors that contribute to image enhancement and explain main corporate challenges in promotion campaigns in social media.

Vukasovic (2013) describes global trends in the use of social media: with the Big Data analysis, the author finds a global ratio of social media users (with area divisions), describes changing approaches to marketing communications due to a transfer of corporate operations to the online world.

The completed review of literature has made it possible to articulate the authors' methodological approach to an analysis of empirical data in order to identify trends of corporate promotion in social media.

Materials and Methods

By collecting and processing the information, we used techniques of the contextual analysis and grouping by economic and statistical methods. The global and Russian audiences of social media and other statistics are presented for 2017-2018. The research on social media visibility relied on analysed behaviours and activism of media actors (users creating

messages) and their socio-demographic profiles. We considered distinctive authors with age or gender specified in their personal profile, who had posted at least one public message in the set period. Meta data and information on their authors, including a size of a potential audience of the post, number of comments, likes and reposts of the message, geography (country, region, city), and supplement messages. Meta data make it possible to have a quantitative analysis of data, segment mentions for an analysis by channel and target group, sorting data by importance. The Brand Analytics research group summarized these data on Russian social media.

By analysing a target audience, data on specialty, hobbies, preferences, public and group subscriptions are also for collection. Besides, one can define a style, tone of the content (negative, positive or neutral with respect to a particular object, for example, brand), which this group is interested in. This will make it possible to develop advertising and new ways of promotion in a more effective way.

Ratings rely on the engagement rate, the response rate of readers (audience) to messages. The response refers to any actions of users on a brand page (likes, comments, reposts, retweets, etc.). ER is calculated as a ratio of summed comments, likes and reposts to all of publications on an author or group's page for a period. Other criteria are engagement per page/post as a number of responds made by 100 subscribers per page/post for a period. By calculating engagement, we take into account a number of subscribers to a brand page recorded as of day of a post publication. Average engagement per page is calculated as an amount of engagements per page/post as of each day of an analysed period divided by a number of its days.

Ratings covered Russian-speaking authors and groups with at least one public message a month. 'Audience' is a number of eventual readers of an author/group. For this parameter, we had taken: authors from VKontakte, Facebook (numbers of friends and subscribers), Instagram (number of subscribers), Twitter (number of readers), groups on VKontakte (number of participants per group), Facebook profiles (number of likes). An audience size was as of the day of the last author's post in a month.

In order to identify consumer trends, in the study, we have also reviewed separated Russian-language ads on sales of goods, posted by individuals, excluding corporate ads, offers of services, and mentions of ad sites outside a context of sales. These and other methodological approaches had become a basis of the research, a goal of which was an analysis of the brand-marketing trend in Russian social media.

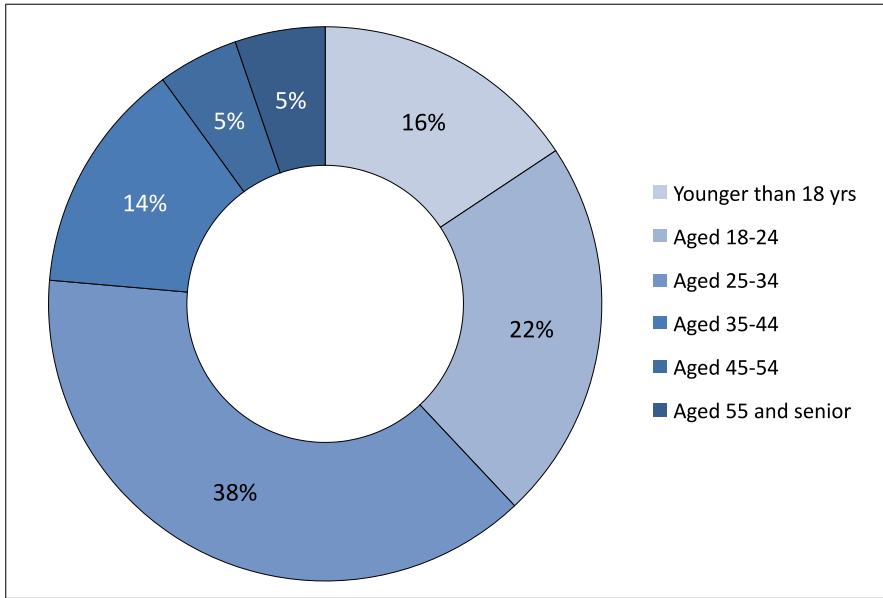
Results

Profile of Media Actors in Social Media

Recent 10-year statistical research the Internet users proves a need in the development of tools for online communication between companies and consumers. During the period under review, the number of Russian Internet users increased 12.5 times and as of the beginning of 2018, it had reached 39 per cent of the total population (MediaScope, 2018). At the same time, the business presence in social media has been growing. This has significantly changed corporate strategic behaviours.

For an analysis of brand marketing in Russian social media, first, one needs to create a social profile of the audience and media actors (active users who post messages with personal opinions on products or companies) on such social media platforms, as VKontakte, Facebook, Instagram, Twitter, YouTube, etc. The information obtained is necessary for identification of groups in the target audience and group profiles.

Figure 1 shows a structure of media actors by age groups in the largest Russian social media platform called VKontakte as of April 2018. Today, about 38 per cent of authors in social media are people aged 25-34. This indicator is of great importance as for a long young people have mainly been users of social media platforms. A significant proportion includes people aged 18-24, 22 per cent. The third largest group is a group of people younger than 18 (16 per cent). The share of 14 per cent includes people aged 35-44 and only 10 per cent are the elderly people.

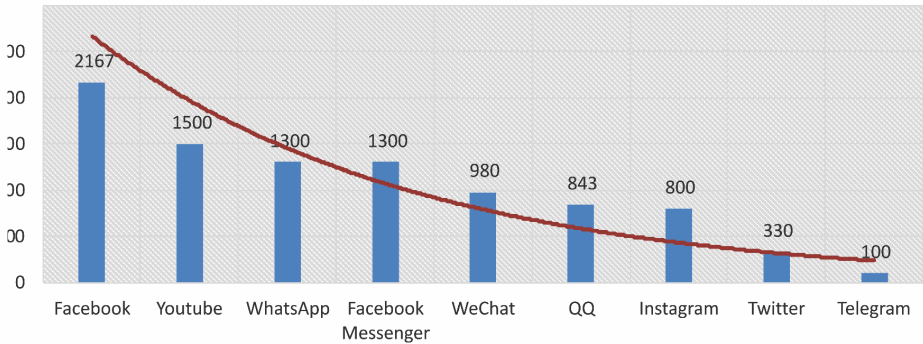


Source: (Social media statistics, 2018)

Figure 1. Structure of media actors on VKontakte by age group in Russia (data for April of 2018)

As for the media actor distribution by gender in social media, women dominate (58 per cent) (Social media statistics, 2018). A proportion of female users in social media is even higher than a proportion of female Internet users in general (52.1 per cent) (MediaScope, 2018). Thus, females and young people aged 25-34 are a brand-marketing target in Russian social media.

Differences in target audiences, visitor growth rates, data transmission formats and other characteristics between social media cause a need in their review in detail and separately. First, it is worth evaluating social media visibility. Figure 2 shows the audience of the most famous global social media platforms. In 2018, Facebook audience exceeded 2 billion users (Chaffey, 2018). There is a relatively small gap between it and YouTube, WhatsApp, and Facebook Messenger. Their active users are 1.3 to 1.5 billion people. It is also worth mentioning that the audience of Twitter and Telegram, significant for Russia, are 330 million and 100 million people respectively.



Source: Chaffey (2018)

Figure 2. Global visibility of social media in 2018, mln of persons

The usage frequency of social media significantly varies depending on a country, so it is necessary to analyse visibility of certain social media in Russia. In the first place, for Russians there is YouTube video service (63 per cent of the Internet users). Then, there are two social media strongly distributed in Russia, but almost not used abroad: VKontakte (61 per cent) and Odnoklassniki (42 per cent). Despite high global visibility, only 35 per cent of the Internet users use Facebook in Russia. WhatsApp indicators are higher than those of Facebook (38 per cent). Besides, people have continued to use Skype in an active manner (about 38 per cent), while in other countries Skype lost its audience with an appearance of alternatives for video communication. Instagram is a large media platform for business promotion both in Russia and globally. In Russia, 31 per cent of Internet users have pages on it.

Note that social platforms differ from each other by a number of criteria. All this is a reason for a capture of different target audiences. To identify target groups among consumers on the most popular social media by demographic criteria, we have examined statistical data for the active audience of VKontakte, Facebook, Instagram, and Twitter.

The female-male ratio on Facebook is almost identical to VKontakte, 59 per cent are women and 41 per cent are men. Instagram has a much higher proportion of women (76.9 per cent). One can explain this with the specifics of the platform designed for posting photographs. For the same reason, people do not often leave messages, on average; there are about 10 per month (Social media statistics, 2018). However, Facebook users are much more active, an average number of public posts per user is 27.4 against 12 on VKontakte. As for age characteristics of Facebook users, note that users of this social media platform are senior: 67.6 per cent of users are from two age groups, 25-34 and 35-44. Young people almost do not use Facebook, people aged 18-24 make up only 8.9 per cent.

Sectorial Business Marketing in Social Media

The data obtained have made it possible to get an idea of the active/non-active presence of certain business sectors in social media. See the most popular sectors in Table 1.

Table 1. Popular business lines for promotions in social media

Social media	Preferred sectors	Popular brands
Vkontakte	Beauty and health services E-commerce Foods Beverages Fashion	AliExpress.com, Sberbank MTS, Megafon Samsung Mobile, KinoGo.com Nescafe, Nestle Dirol
Instagram	E-commerce Retail sales Fashion Car/Moto Beauty and health services	Nike, Starbucks, NBA Adidas, Forever 21, Topshop Vans, Victoria's Secret Red Bull, Michael Kors
Facebook	Car/Moto E-commerce Electronics Tourism and travelling Finances	Beeline, Sberbank, BURGER KING Cheaptrip, Audi Russia, ESET Nod32 INMYROOM.RU, Classy Style Online Shopping Hyundai Russia, Infinity
Twitter	E-commerce Finances Electronics Tourism and travelling	Google, Sberbank, AdWords Burberry Russia, Migration Club Huawei Technologies, Travel the world
YouTube	E-commerce Beauty Fashion Beauty and health services Electronics Retail sales Beverages	StarPro, Samsung Russia, PUMA AXE Russia, Lego Russia, Maybelline NYRussia, L'Oreal Paris Russia Nespresso, ChipDip
Odnoklassniki	E-commerce Foods Finances Beauty and health services Retail sales	Sberbank, Kinder, Megafon Bay Russia, Nescafe Dirol

Source: How brands work in social media, 2018

Reviewing business sectors, widely presented on Facebook, one can confirm the hypothesis that Facebook is a business social media platform. The audience age, a large number of foreigners registered on social media platforms as friends and business partners, with whom a person has regular contacts on the platform, as well as high visibility in certain circles have caused a widespread distribution of corporate accounts related to cars, motorcycles (Audi Russia, Hyundai Russia, Infinity), and electronics (Beeline). Tourism, travelling (Cheaptrip) and finance (Sberbank, Bank of Friends) ads assume that the Facebook audience is the most financially sound.

Ads on VKontakte are mainly ads of FMCG, such as foods (Dirol), beverages (Nescafe, Nestle, Nescafe), fashion (AliExpress.com). VKontakte users are mainly interested in beauty and health as there is a large proportion of young females.

As for Instagram, E-commerce is the first. A distinctive feature of this social media is a wide spread of retail sales. Moreover, the photo format makes it possible to develop fashion-related business in a successful manner (Michael Kors, Victoria's Secret, Topshop, Forever 21). Car producers, manufacturers of cosmetics, skin and hair-care products are also often engaged in promotion on Instagram.

The Twitter format is unusual as the content only includes text messages of 280-character long limiting significantly brand-marketing prospects. Nevertheless, companies from sectors of e-commerce, finance, electronics, fashion (Burberry Russia), and tourism (Travel the world) are widely presented there. Brand representatives often have direct contacts with customers on this platform and use it as a feedback tool.

It is exciting to review YouTube as a promotion channel. This social media is extremely popular in Russia with a growing audience. In this sector, the most common are E-commerce, beauty and health services (MaybellineNYRussia, L'Oreal Paris Russia), electronics (Samsung Russia), retail sales (Lego Russia, PUMA), and beverages (Nespresso).

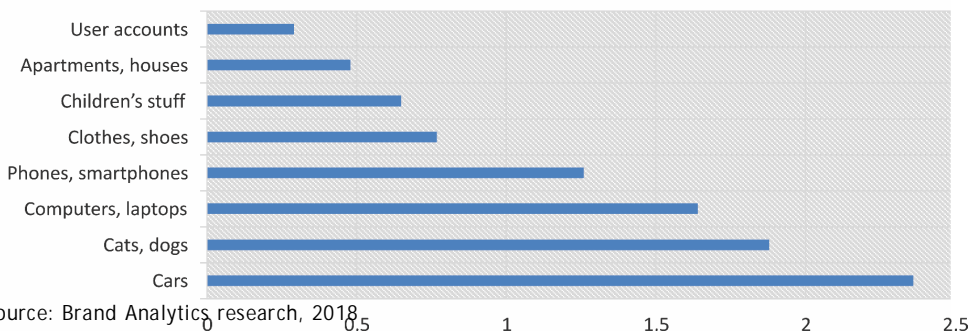
Thus, if women are a brand target audience, then it is better to place ads of goods on Instagram. If there is no division by gender, then, it is better to use VKontakte or Facebook. Teenagers mostly use VKontakte and ignore Facebook. It is better to post ads for people aged 25-34 on VKontakte or Facebook. Note herewith that the audience of these social media platforms might be different in terms of welfare and place of residence, which means that it is worth using different styles of graphic elements and advertising texts.

Note that on VKontakte and Facebook, one can place an ad of almost any kind, while Instagram and Twitter are specific platforms for good and service promotion. Due to a high competition, brands have to create unusual and attention-grabbing accounts with high quality of photographs and comments to them on Instagram.

Private and Corporate Sales in Social Media

Online sales have faced its particularly active development with the social media boom. Sale groups have shown trends towards a growth even in terms of general stabilization in social media dynamics. See more in Brand Analytics research (2018).

Most often, social media ads relate to sales of personal belongings, such as clothing, footwear, and accessories, mentioned in 12 per cent of messages (Brand Analytics research, 2018). It is amazing that in this field, there is a large number of limited-field communities. Phones and smartphones are also a popular category among sale ads, 9 per cent of ads, while computer equipment and laptops are only in 2 per cent of ads. Another intriguing category of ads includes sales of 'strong' accounts, such ads account for 2 per cent of the total volume of posts.



Source: Brand Analytics research, 2018.

Figure 3. Engagement rate for sale posts in private sector on social media platforms

The completed review of engagement by same sale categories makes it possible to evaluate both the demand and supply. With the engagement rate per post, one can get an idea of which ads cause the greatest respond of the audience. Car sale ads have the highest engagement rate, 2.3 responds per post (Figure 3). Pet sales are the second most popular category with engagement rate of 1.88 per post, which is quite predictable as cats are always popular in social media. In the third place, there are computer equipment items, 1.64 responds per post, while ads sailing phones and smartphones account for 1.26 responds on average. Other categories, such as clothing, shoes, children's clothes, and real estate generate less than one respond per post, 0.77-0.48.

In this aspect, pay attention to the engagement rate dynamics per page and post based on the average index for a sample between different subject categories on the same social media platform (Annex A and Annex B). Tables show sector visibility in global social media without a focus on any region. Jagalam research group had collected the data based on the analysis of TOP-100 brand profiles (by number of members) in the sector in question for each social media, excluding profiles of individuals.

Discussion

An important aspect for content generation is an analysis of trends among subjects, which social media users are interested in. The usage of hot subjects in content generation in publics of social media and the usage of these subjects in advertising will attract new customers and increase loyalty of regular customers. For instance, recent most discussed subjects were (Hutchinson, 2016):

Personal development. There has been a significantly increasing amount of user content on their health and efforts they make to become better. Thus, all these data become available and brands might use them in a more efficient way.

Mobility expansion. The mobile Internet development has its advantages. It does not only help to solve social problems, such as public health, education, and poverty, but also opens up new horizons for communication, idea sharing and entertainment. Mobility as a main trend on the Internet also accelerates the social media development.

Reinterpreted everyday activities. People are used to an application of social media platforms as a means of communication without geographical restrictions. Because of advanced communication techniques, we expect a further development of new sectors in markets, products, and services that benefit from a people's desire to be 'together' using new opportunities. Taking into account such the development of communication technology, it is important for brands to analyse consumer behaviours associated with it and build strategies for contacts with the new audience.

Focus on individual. This aspect relates to a changed perception of personal habits by social media users and recognition of a personal choice made by users. There is a change in the communication format: a withdrawal from traditional stereotypes and common behaviours.

While developing a corporate brand-marketing strategy in social media, professionals should focus on three main SMM components: social platforms, social content and social interactions. SMM is getting a principal promotion tool instead of

being an additional tool. Brands are increasingly focusing on audience engagement into social media, establishing two-way communication and interactive campaigns with loyalty programs, such as coupons (Iðoraitè, 2015b). Coupons now are considered as part of recent trends of major businesses to promote their sales. There are several benefits of using online shopping coupons including specially the time that you save.

The completed analysis of the audience and its demography will contribute to an eventual choice of the most suitable platform for a corporate web profile. An analysis of brand visibility in a certain category across various social media platforms will help to define a content to maintain a corporate image (blog, microblog, ratings, reviews or photos, audio and video posts). Besides, one needs to define a style of social interaction with consumers, whether it be event management, personal messages on social media platforms and e-mails, or simply status updates.

For the engagement rate increase, it is better to use Facebook and other similar social media. The strategic goal is a ready corporate website as a way of brand positioning. The YouTube content is different. In order to attract consumers, it must have an entertaining, exciting, or training nature. To do this, one needs to create a channel and produce product reviews that regard both a company and competitors, present selections of fashion-loving celebrities from red-carpet events, and discuss ways of good improvement with customers. Twitter makes it possible to improve communications and cooperation. The use purpose is the establishment of instant response practice to consumer complaints, positive feedbacks, and provision of answers to questions. Telegram takes on the role of a media and forum with its rising channels of media and bloggers, public chats in active target groups. High quality photos on Instagram and good enough descriptions of products present product features in a sufficient way for a consumer.

To develop an efficient brand marketing strategy, it is necessary to state strategic goals for business development on a certain platform. A choice of a specific communication digital strategy helps companies to improve quality of service, communicate directly with consumers, work effectively with negative feedbacks and increase loyalty to a brand. Expected and achievable results see in Table 2.

Table 2. Result-oriented digital communication strategy

Platform	Strategic objective	Interaction results
Blog	Create a community as a consumer blog	Improved communication and cooperation with customers (Iðoraitè, 2015a)
Facebook	Achieve corporate presence on a social media platform	Higher consumers' engagement
YouTube	Create and promote reviews and other content through a corporate channel	Communication, training and entertainment
Twitter	Establish instant responding to consumers' complaints	Communication and cooperation

While using a blog as a main promotion tool on a social media platform, a strategic goal is a consumer-oriented community. Diverse posts (of applied, entertaining, image building, and advertising nature) will establish close contacts with customers and make it possible to improve communication. The consumers' brand perception mostly depends on brand spokespersons. Most often, these are popular bloggers and journalists. This approach

and a wide use of social media by public figures have made brand contacts with opinion leaders extremely relevant. After all, 87 per cent of users on social media platforms rely more on an online dominating opinion instead of official information (Digital in 2016).

However, making corporate profiles on social media platforms has remained a main trend. Almost each business has started online interactions with consumers. It is frequent when a transfer of some operations to the Internet changes corporate business models and forces managers to seek for new approaches to corporate brand management.

Conclusion

Social Media Marketing has become an indispensable tool to keep companies competitive. Social media make it possible for companies to implement in an effective way strategies of engagement marketing, keep in touch with interested users, build long-term relationships with their customers, increase their loyalty, have a control over a company's image, increase sales and finally solve many other challenges in business development (Kusina, 2013). Growing competition has left behind all the traditional ways of advertising. New promotion ways have appeared, such as product placement, feedback, mentions in social media, opinion leaders, repost competitions, special offers, etc.

An active use of social media as a practice-oriented tool for engagement marketing arises from two factors. First, social media are an environment for communications where people together discuss whether to buy goods and services and where an opinion about a brand is generated. Second, the use of technological opportunities (that social media have) in the implementation of a marketing strategy of consumer engagement does not require capital investments from a brand. The competent use of social media for marketing purposes ensures the accomplishment of the task of trust building via direct contacts with consumers, demonstrates that a company takes into account consumer preferences and interests and contributes to the creation of strong and customized consumer-brand relations (Azar *et al.*, 2016).

The social profile of the social media audience (that we had composed) makes it possible to state that in 2018 in Russia, 58 per cent of the social media users were women, 60 per cent of all the users were from two age groups (18-24 and 25-34). We have identified groups (segments) of consumers for the most popular Russian social media. We have also established that in 2018, wealthy people living in cities and aged 25-54 have dominated among Facebook users.

As for Russian social media platforms VKontakte and Odnoklassniki, the first of them mainly has users aged 25-34. The elderly people are users of Odnoklassniki. Almost in all of social media, female users dominate, except for Twitter, where a proportion of men is 55.4 per cent. This has made it possible to identify main trends in brand marketing.

In the research, the authors have identified the most popular business lines for product and service promotion in social media. On Facebook, which is mainly a business social network, there are many commercial accounts related to cars, electronics, finances, tourism, and travelling. On VKontakte, they mainly advertise FMCG (foods, beverages, fashion-oriented goods). For VKontakte users, beauty and health are number one due to a large proportion of young female users. As for Instagram, E-commerce is the first most popular. A distinctive feature of this social media platform is large-scale retail sales. Besides, cosmetics-oriented companies often advertise on Instagram. The analysis of a number of brand-marketing directions in Russian social media has made it possible to state strategic goals and basic milestones for corporate promotion.

Acknowledgement

The article was prepared with the support of the Faculty of Economics of Peoples' Friendship University of Russia as part of the project "Prospects of import substitution in the real sector of the countries participating in the Eurasian Economic Union and the Shanghai Cooperation Organization in the context of the sanctions policy of developed countries", No. 061219-0-000, 2018.

References

- Andreychenko, N.V., & Polyakova, E.Yu. (2011). Social networking for successful branding and PR-activities. *Terra Economicus*, 9(3-2), 56-59.
- Azar S., Machado, J., Vacas-de-Carvalho, L., & Mendes, A. (2016, March). Motivations to interact with brands on Facebook – towards a typology of consumer–brand interactions. *Journal of Brand Management*, 23(2), 153-178.
- Benway, J.P., & Lane, D.M. (1998). *Banner Blindness: Web Searchers Often Miss 'Obvious' Links*. Rice University: Internet Technical Group, 13.
- Brand Analytics research: What they sell and buy in social media. (2018). Retrieved from <http://blog.br-analytics.ru/chto-prodayut-i-pokupayut-v-sotsialnyh-media>. [Accessed 23 July 2018].
- Britvin, N.I. (2008). Social Media as a prototype of social structure. *Power*, 1, 45-49.
- Chaffey, D. (2018). Global social media research. Summary 2018. Retrieved from <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/> [Accessed 24 May 2018].
- De Vries, L., Gensler, S., & LeeFlang, P.S.H. (2012) Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83-91.
- Debono, R. (2013). The effectiveness of Social Media Marketing as a Branding tool for hoteliers. [Thesis]. University of Malta.
- Digital in 2016. Global overview. We are social. Retrieved from <http://wearesocial.com/uk/special-reports/digital-in-2016>. [Accessed 24 May 2018].
- How brands work in social media – RuNet analysis. (2018). Retrieved from <http://www.sostav.ru/publication/analiz-predstavlenosti-rossijskikh-brendov-v-sotsialnykh-setyakh-22834.html> [Accessed 24 May 2018].
- Hutchinson, A. (2016). *Facebook releases guide on transformational trends and what they mean for marketers*. Retrieved from <https://www.socialmediatoday.com/technology-data/facebook-releases-guide-transformational-trends-and-what-they-mean-marketers> [Accessed 24 May 2018].
- Iðoraitė, M. (2015a). Entrepreneurship and blog marketing. *Entrepreneurship and Sustainability Issues*, 2(3): 171-178. [https://doi.org/10.9770/jesi.2014.2.3\(6\)](https://doi.org/10.9770/jesi.2014.2.3(6))
- Iðoraitė, M. (2015b). Coupons as effective and innovative marketing tool. *Entrepreneurship and Sustainability Issues*, 3(1), 104-113. [https://doi.org/10.9770/jesi.2015.3.1\(9\)](https://doi.org/10.9770/jesi.2015.3.1(9))
- JagaJam research group. (2017). Sector report for social media. Retrieved from <https://jagajam.com/ru/reports>. [Accessed 23 July 2018].
- Johansson, M. (2010). Social media and brand awareness – a case study in the fast moving consumer goods sector [Bachelor's thesis]. Lulea University of Technology.
- Jokinen, T. (2016). Branding in social media and the impact of social media on brand image [Thesis]. Seinäjoki University of Applied Sciences.
- Kim, Y., & Slotegraaf, R.J. (2016). Brand-embedded interaction: a dynamic and personalized interaction for co-creation. *Marketing Letters*, 27/1, 183-193.

- Kusina, O. A. (2013). Social networks as an effective marketing tool of MICE. *Creative Economy*, 1, 118-123.
- Kuzmin, E.A. (2017). A study on the problems of the structure of transaction costs. *Problems and Perspectives in Management*, 15(3), 224-233.
- Limba, T., Kiðkis, M., Gulevièiutè, G., Stasiukynas, A., Plèta, T., & Juozapavièiutè, I. (2018). Model based on qualitative criteria for internet marketing development. *Entrepreneurship and Sustainability Issues*, 5(3), 618-633. [https://doi.org/10.9770/jesi.2018.5.3\(15\)](https://doi.org/10.9770/jesi.2018.5.3(15))
- Manninen, P. (2017). *Social media as a branding tool defining the customer perspective*. [Bachelor's thesis]. JAMK University of Applied Sciences.
- MediaScope. (2018). Retrieved from http://mediascope.net/services/media/preferences-of-russians/data_format/ [Accessed 3 May 2018].
- Odhiambo, C. A. (2012). Title social media as a tool of marketing and creating brand awareness. [Bachelor's thesis]. Vaasan: Ammattikorkeakoulu University of Applied Sciences.
- Samašonok, K., Iðoraitè, M., & Leðkienè-Hussey, B. (2016). The internet entrepreneurship: opportunities and problems. *Entrepreneurship and Sustainability Issues*, 3(4), 329-349. [https://doi.org/10.9770/jesi.2016.3.4\(3\)](https://doi.org/10.9770/jesi.2016.3.4(3))
- Simpson, J. (2018). *New Twitter polls & the opportunities for marketers*. Retrieved from <https://econsultancy.com/blog/67106-new-twitter-pollsthe-opportunities-for-marketers> [Accessed 23 July 2018].
- Slugina, Y. N. (2015). Marketing communications in social media: problems and perspectives. *Finance: Theory and Practice*, 2(86), 130-134.
- Social media statistics. (2018). *Brand Analytics*. Retrieved from <https://br-analytics.ru/statistics/author> [Accessed 24 May 2018].
- Timoshkin, A.G., Vlasov, A.I. (1996). On strategy and tactics of marketing policy of a multidisciplinary computer company. *Instruments and control systems*, 9, 59-61.
- Uspenskiy, I. V. (2003). *Internet-marketing*. Saint Petersburg: SPGUif.
- Vukasoviè, T. (2013, July). Building successful brand by using social networking media. *Journal of Media and Communication Studies*, 5(6), 56-63.
- Zlobina, N.V., & Zavrazina, K.V. (2015). Marketing in the social networks: current trends and prospects. *St. Petersburg Polytechnic University Journal of Engineering Science and Technology. Economics*, 6(233), 166-172.

Dr. Veronika Yu. Chernova is an associate professor, in the Department of Marketing at Peoples' Friendships University of Russia. Dr. Chernova's research interests are: world economy, marketing of transnational companies, import substitution, product personalization, one-to-one marketing, interactive marketing communications.

Dr. Oksana V. Tretyakova is an associate professor in the Department for interaction with industrial partners and monitoring of the quality of education at Tyumen Industrial University. Dr. Tretyakova's research interests are: reputational management, business planning in the advertising field, tourism policy and planning, socio-demographic trends.

Dr. Andrey I. Vlasov is an assistant professor in the Department of IU4 "Designing and Technology of Electronic Equipment" at Bauman Moscow State Technical University. Dr. Vlasov's research interests are: public-private partnership, information technology, Big data, Internet of things, investment management, marketing planning.

Annexes

Table A. Engagement rate per page in social media by business category

Business category	Social media						
	Vkontakte	Odnoklassniki	Facebook	Instagram	Twitter	YouTube	Google+
Retail sales	0.28	0.15	0.28	1.48	0.06	2.77	0.07
Car makers			0.30	2.19	0.15	0.58	0.15
Beauty and health services	0.27		0.19	1.95	0.13	0.36	0.02
Media	0.89	1.48	1.90	3.87	0.13	0.57	0.08
Foods	0.38		0.24				
Beverages	0.19		0.29	2.23	0.40	2.51	
Children's goods			0.19		0.25		
Household goods	0.83		0.15				
Telecommunications	0.32		0.30		0.10		
Tourism and travelling	0.34	0.39	0.46	2.60	0.07		0.09
Finance	0.40		0.43		0.17	0.95	
TV channels	0.70		1.51		0.09	0.59	0.67
Brands	0.38	0.24	0.12	1.87	0.04	0.50	0.00
Fashion	0.24		0.14	1.47	0.08	0.18	0.06
Electronics	0.36		0.36	2.09	0.16	0.46	0.02
E-commerce	0.32	0.22	0.23	2.20	0.10	0.40	0.11

Source: JagaJam research group, 2017

Table B. Engagement rate per post in social media by business category

Business category	Social media						
	Vkontakte	Odnoklassniki	Facebook	Instagram	Twitter	YouTube	Google+
Retail sales	0.09	0.08	0.15	0.66	0.03	2.74	0.05
Car makers			0.21	1.53	0.08	0.37	0.12
Beauty and health services		0.20		0.11	1.08	0.08	0.25
Media	0.04	0.08	0.10	1.15	0.00	0.23	0.00
Foods	0.21		0.17				
Beverages	0.13		0.23	1.90	0.20	1.31	
Children's goods			0.14		0.22		
Household goods	0.51		0.13				
Telecommunications	0.19		0.13		0.05		
Tourism and travelling	0.12	0.24	0.29	1.81	0.04		0.04
Finance	0.31		0.29		0.12	0.83	
TV channels	0.08		0.10		0.00	0.13	0.06
Brands	0.09	0.08	0.03	0.81	0.01	0.36	0.00
Fashion	0.12		0.07	0.75	0.04	0.12	0.06
Electronics	0.19		0.17	1.57	0.06	0.24	0.02
E-commerce	0.07	0.05	0.05	1.15	0.03	0.36	0.05

Source: JagaJam research group, 2017