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TARGETING AND RETARGETING IN SOCIAL NETWORKS

Nowadays targeting and retargeting are regarded as one of the best mechanisms to promote products online which help to increase the demand for goods or services. According to TNS Infratest study in 2016, 85% of Ukrainians use the Internet every day, and 42% - tend to use different social networks [2].

Targeting allows to show ads to a targeted audience that leads to increased effectiveness of advertising messages. On the Internet, targeting shows banner ads according to visitors' interests and their information page [1]. Retargeting operates a bit differently. Its tools allow to identify visitors of the site and carry them to individual campaigns.

Thus, targeting works with potential customers, allocating them basing on their specific interests and personal characteristics to draw attention to a specific product, while retargeting works with clients who are looking for the product needed.

Among widespread social networks in Ukraine is VKontakte, with a help of which we can cover a huge audience as each user of the network indicates there his/her personal details: date of birth, city, marital status, interests, schools, profession etc.. In addition, reposts, likes and preferences are also displayed.

So, targeting has a fairly accurate information about potential customers and provides the goods or services by the same interests that are indicated in the profile. As for retargeting, it works with site visitors who are looking for specific products or services. This retargeting advertising placed a profile on your page and more.

The main advantages of targeting and retargeting is cost savings which promotes the profits growth and gives guarantees for increasing site traffic so that the timely advertising is widely regarded as helpful information, and not as distracting attention rubbish [3].

Thus, the main thing targeting and retargeting presents is to achieve results and attract customers. The scheme of actions is extremely simple: firstly, we define the target audience with the help of targeting, then we attract visitors by means of

advertising, after which we hold by retargeting. It is tried and tested, and it remains only to be put into practice.

LITERATURE

1. Записки маркетолога: Таргетинг [Електронний ресурс] – Режим доступу:http://www.marketch.ru/marketing_dictionary/marketing_terms_t/targeting/

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3. Таргетинг [Електронний ресурс] – Режим доступу: <http://vse-prosto.xn--b1ag1aeig3e.xn--p1ai/targeting.html>