

# Social Media Marketing: Advantages and Disadvantages of Online Store Promotion Strategies

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## Abstract

Today, active business development can be carried out by promoting a brand, product or service through social networks. Social networks are powerful marketing platforms that allow you to convey the company's advertising messages to the target audience without intermediaries and in the shortest possible time. One of the key elements of an enterprise's marketing plan is to draw up a strategy for the Internet promotion of goods and services, which should display the goals of an advertising campaign, basic marketing communications approaches, as well as tools for promoting a product on the market. Due to the relevance of the chosen topic, the author highlights effective strategies for promoting online stores on Internet sites, their advantages and disadvantages.

*Keywords:* promotion, online-store, strategy, contextual advertising, SEO, SMM, influencer marketing.

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## 1 Introduction

In today's world, e-commerce is the main part of all trade, which corresponds to all the requirements of a rapidly growing market. A new format of developing of your business is presented by the creation of an online store. According to present statistics, four out of ten purchases are made online - and this number grows every year. According to experts, the annual increase in 2021 was 23%. It has been proven that online trading opens up new channels for selling their goods not only to small businesses, but also to large companies which are already being long time lasting top leaders in the market for goods and services.

Recently, there are more and more online stores appears and offer a variety of goods and services. Accordingly, along with the popularity of online shopping, the requirements for the quality of service, page usability, visual content, methods of product promotion, etc. are growing. This type of activity forces the use of innovative promotion strategies in order to attract more customers, turning them into active consumers. Marketing strategies for promoting online stores are dynamic. They are actively evolving over time as new trends and opportunities emerge. That is why it is important to constantly optimize it accordingly to recent trends. A correctly chosen strategy largely determines the success and speed of promoting an online store. It is also worth considering that often, in order to achieve your goals, you have to use several types of tools.

Based on the relevance, we will consider effective marketing strategies for promoting of an online store to achieve such goals as: increase of sales; increasing of market share; launching of new products; increasing the amount of the average order check; increasing the number of visitors to the online store; increasing the percentage of conversion [1].

The most effective tool that allows you to start selling on the site immediately after it's release is the launch of contextual advertising. *Contextual advertising* (PPC - pay per click) is a type of paid advertising on the Internet, in which text advertisements or banners are displayed in search engines, on advertising sites tied to certain words [2]. This type of advertising is very popular among other promotion

strategies, since it appeals only to those users who have really shown interest in a particular product or service.

The main advantages of using contextual advertising:

- quick setup and launch of advertising;
- the possibility of adjusting and changing the advertising campaign;
- work with a heated audience that knows what it wants;
- availability of detailed statistics of results.

Among the disadvantages of using PPC, there are fixed promotion costs and low efficiency in highly specialized niches where the cost per click is too high. To maximize the effectiveness of this tool, you need to control the budget, be sure to predict and analyze the results, and apply conversion tools.

The next powerful tool for organic website promotion on the Internet is search engine optimization. *SEO (Search Engine Optimization)* is a set of methods that allow you to increase the importance of the site in the eyes of search engines to increase search traffic.

The main benefits of SEO include:

- efficiency - half of Internet users prefer to go to sites than to contextual advertising;
- budgetary – in the long run, the cost of attracting clients is lower than the price of a client in the PPC;
- prospective – SEO allows you to overtake competitors in terms of issuing a search query, using contextual ads as the main tool for promoting and attracting traffic.

Among the shortcomings of search engine optimization, there are long promotion periods, as well as the possibility of changing search algorithms. It will take several months of hard work and financial injections to achieve positions in the TOP. However, using an SEO strategy in the long run is much more effective than PPC.

One of the fastest growing areas and strategies of e-commerce is social media marketing. *Social media marketing (SMM)* is a special Internet marketing tool that involves promoting of a product or service through the use of social networks, the content of which is created and updated through the efforts of visitors [3]. The sphere of SMM promotion is in demand and fast-paced. This is due to

the constant technical development of social media platforms. Any trends are short-term, and therefore one of the important competencies of a specialist in this field is the ability to follow current trends as quickly as it possible and qualitatively implement the most appropriate of them into the company's marketing strategy [4].

The following advantages of SMM:

- the possibility of promoting of an advertising campaign to a large audience of existing or potential customers who spend a lot of time on social networks;
- quick results – thanks to the total volume of traffic in social networks, you can get the first orders almost immediately after the launch of the advertising campaign;
- variety and possibility of segmentation, depending on the characteristics of the provided goods;
- ease of management - the interface of social network advertising cabinets allows you to set up the tools you use or change your strategy as quickly as you want.

Among the disadvantages - marketing in social networks requires constant replenishment of the advertising campaign budget and a decrease in audience activity after it stops. There are also difficulties in accurately analyzing the actions of subscribers and high competition for attention. Separately, it must be said that SMM is not suitable for advertising certain categories of goods: pharmaceuticals, gambling, politics, etc.

Promotion of an online store in social networks will increase the presence of the company on the network and increase the reach of the target audience. You can use the SMM strategy immediately after the release of the project to get quick sales, as well as together with SEO with a well-developed site structure. To get a good result from the application of a promotion strategy in social networks, it is necessary to plan work qualitatively based on a systematic approach, create interesting and unique content, constantly devote time to the project, and control budget expenses in order to timely adjust the online store promotion strategy if necessary.

*Influencer marketing* is a way for brands to promote their products through the endorsement or recommendation of influencers and content creators online. In many cases, the use of influencers is part of a brand awareness campaign and can also lead to high conversions and sales. Influencer marketing is now an incredibly popular marketing tool that

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will develop in the coming years [5]. According to the Digital Marketing Institute, 49% of shoppers rely on recommendations from influencers [1]. Moreover, advertising from influencers looks like friendly advice to their subscribers. And as we know, individual users like to imitate their idol: wear the same things, use the same cosmetics, use the same services.

The benefits of influencer marketing:

- attracting a new audience for less money - someone has a fixed price for advertising, someone agrees to work on barter, someone can be paid with advertised products;
- creating unique content - influencers know exactly how to win the favor of their audience, because they are professionals in creating effective content;
- the ability to independently choose an influencer focused on a specific target audience;
- nativeness of advertising - with a creative approach, advertising does not cause rejection and negative reactions, like regular advertising in the feed.

There are many advantages, but there are also some disadvantages, among which are: the difficulty in finding the right blogger, whose audience is interested in buying a product, as well as the unpredictability of the result. Influence marketing works effectively because it relies on both social and content marketing tools, where trust and authentic authority are already established in the minds of the audience.

## 2 Conclusion

In today's world, which can no longer be imagined without the Internet, it is not smart not to use online promotion of your business. Indeed, with the help of social networks, companies can solve a number of communication tasks, for example: informing the target audience as quickly as possible, creating a positive image, increasing of customer involvement, promoting goods/services, receiving feedback, and most importantly, increasing the company's income. Having considered the main strategies for promoting a business on the Internet, we can say that when choosing the optimal strategy for promoting a company, preference should be given to the symbiosis of available marketing tools at each stage of the development of an online store. Only by using traditional and innovative promotion strategies in combination, you can achieve the most effective advertising campaign.

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