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АДМІНІСТРУВАННЯ**



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Twitter is less known for its ads, but is a powerful lever for reaching audiences, building awareness and increasing the value of your business. Twitter ads are very effective in attracting your leads and customers at minimal cost.

The various social networks known and most used for B2B, especially as part of a good inbound marketing strategy, are LinkedIn, Facebook and Twitter.

Choosing the correct platform or combination of them will give a company an opportunity to increase sales.

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Marketing tools that helped Netflix to become the first company in the film and TV industry

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Netflix has become one of the leaders in the entertainment industry in recent years, changing the way people consume TV content. Today, many of the Oscar-winning films are shot by Netflix and are not shown in theaters. Netflix has radically changed the global film and television industry. Since its founding in 1997, Netflix and the spread of the Internet have profoundly changed traditional forms of film distribution as well as the television industry. From an initial business model based on renting DVDs in the 1990s through the mail system, it has evolved into a large platform for online distribution of movies, series, and documentaries with a presence in 190 countries [1].

When analyzing main tools that helped Netflix to become the first company in the film and TV industry, we can mention next [2, 4, 5]:

1) Offer & Content. The main characteristics of the service are its ubiquity and autonomy from the customer, the consumer chooses what he wants to see when, where, and how. In addition, customers can pause, play and watch content without advertising – this model of viewing is the complete opposite of traditional television, which is funded by advertising brands of advertisers. A variety of content is the center of the value proposition with documentaries, films, third-party TV series, local

and regional content, and own series – alternatives that are distributed through its streaming system in SVOD mode (video on demand).

2) Positioning and communication. Netflix strives to be the best global entertainment distribution service offering original and licensed content. Netflix is one of the brands that has gained the most worldwide exposure in recent years for its strategic policies, business volumes, communications policies, and content offering. Netflix manages to deliver on its core brand promise through an online platform where the consumer can access the best content on the market via streaming. The content they create fosters user engagement and makes it easier to build long-term relationships. An innovative brand that always wants to be one step ahead of the competition by offering its customers the opportunity to live and create their own experiences on the platform.

3) Customers. Netflix understands that the customer is at the center of the brand's actions to meet their basic needs, entertainment, communication, and use of their free time. Netflix's core value proposition is to give the public what they want. They know that their success and consistency depend on the satisfaction of the customers who hire their services. They use algorithms that analyze the browsing habits and attitudes of each registered profile. These algorithms can analyze the type of content that each viewer prefers to see, the time they spend watching it, sudden interruptions (cessation of viewing the program due to boredom or fatigue). All this information helps to decide what content each user likes. in the recommendation lists. At the content marketing level, this data helps the company fully understand its customers and know who they are targeting, which is very useful when creating news and advertising campaigns.

4) Strategy. Netflix clearly states that it is in the content business, offering a wide variety of choices and customization options. Netflix not only offers series and films by other authors (whose licenses it obtains), but its products are increasingly important in its offering. Netflix's marketing strategy is based on content quality and finding what interest's users the most. Content is king in the audiovisual entertainment business today, making it possible to create series and films tailored for their users. The brand ensures its success through a strategic commitment to invest in the purchase and production of high-quality content that is of interest to its customers. Netflix starts its business as a distributor and eventually becomes a producer of its content, which gives it an important competitive advantage and a seal of quality.

5) Marketing. The brand develops marketing investments focused on establishing its global, regional, and local position, adapting to local markets through advertising campaigns and specific communication actions aimed at impact and distribution, where the content of the platform is the main actor. Netflix uses social media in a very active and dynamic way, using a laid-back tone.

The main strength of Netflix is content marketing and branded content. The content offered by the platform is used in all types of non-intrusive communication activities to connect appropriately to the target group. In this way, you can increase your brand awareness and image, as well as activate the promise of a unique and memorable experience.

Netflix uses several customer benefits as a strategy: Netflix continually improves the service it provides with better interfaces, plans, and promotions; extending streaming services to the maximum number of devices; allow users to use Netflix service outside of their country of origin; remove outbound subscriber restrictions offer your customers the ability to have more than one subscriber per user; free month for new subscribers; offer your customers a help and support center online or remotely [3].

Thus, Netflix is the best in its industry. The strategies used by this company are an example of how to analyze the market, customers, competitors, a changing world. Netflix has changed the rules of the TV and film industry and is now a major player.

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Success factors of the company's strategy: marketing aspects

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Every newly born business expects and wants to succeed but in order to break through small competitors to really worthy ones, company need to make a lot of effort. In fact, many entrepreneurs strive every day to become a successful company. It is important to look at the successes and failures of competitors to increase company's chances of success.

So, there are some factors and components that should be introduced into company's business in order to increase the chances of its success [1].

First factor which is a «plan». Initially, the future entrepreneur must create a clear plan and follow it. This plan should include all the main aspects of business development, as well as deadlines. The business plan serves as a roadmap through