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buying online or the product was sent wrong, the product was different from the product on the Internet it was more expensive or even was an internet scam, they no longer want to buy online. Online shopping platforms such as Amazon, Alibaba, Flipkart and etc., have been able to capture the majority of online shopping on the internet by creating a secure environment, expanding product diversity and providing fast and free services and good customer – oriented service. These sites, by solving many issues that customers could not trust online shopping and building fame and confidence were able to become major bugs of online shopping.

It is expected that in the next few years all human daily work will be done through the internet and online sellers can gain people's trust by building reliable platforms and better services.

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The importance of social media promotion and ways of its implementation
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For any business today, a social media presence is essential. Social media in marketing has become the perfect communication tool to build and engage community, acquire new customers and increase traffic to site of any company.

To make marketing or advertising campaigns more effective, advertising on social media or publishing sponsored content allows to company's management to customize actions to distribute promotional content to different networks.

There are some tips on how to choose the right social media for company's advertising campaigns according to company's marketing goals.

First of all, company should answer the question – «why to advertise on social media?». As the number of social platforms and the number of users grows, it becomes very difficult to achieve visibility organically. Various algorithms limit visibility, forcing brands to pay to be visible to consumers and to attract new customers. As of early 2019, the estimated reach is about 2% of a brand's natural page subscribers. Therefore, it becomes important for brands to consider advertising on social media to become more visible than competitors and attract new leads.

Second, company should identify the right target and define its segments. In order to start implementing a good strategy, company need to define target audience and identify its various segments. Indeed, segmentation allows company to

personalize different materials such as the offer, the message and the tone used. The messages will not be the same depending on the socio-demographic profile of company's customers and potential customers, where they live, their needs and expectations. To help you identify your persona (an imaginary persona representing a target group or segment), you can

Third, company should implement a CRM: The data company collect from its sales and customer service department will give to the company a wealth of information.

Forth, contact market research companies should be provided. For example, company can use the Facebook audience insights tool: the interactions of people who follow your page will let company know what content they liked, commented on and shared. Company should analyze online communication tools, if it has one. This will allow to find out what people are asking about and tailor company's messages accordingly. Once company had identified the audience, it can be segment. The segments correspond to the different audiences that company will target in digital campaigns.

Facebook's advertising tool allows to create «similar audiences», meaning audiences that are similar to customers or subscribers. Company can target former customers or visitors to its site who haven't yet made a purchase, and set up a retargeting campaign (a campaign that allows to re-target people online who have reviewed the site or product list without first making a purchase or submitting a form). Then it is a need for defining company's goals and choosing the most appropriate platforms.

It should be mentioned, that social media advertising campaigns are based on specific goals. The campaign will not be the same if company is just starting out in the market, if company want to get new subscribers to its page, if company want to acquire new leads or if company want to convince potential customers to return to its page after their first visit.

Depending on company's goals, company can choose the ideal platforms and tailor the targeting of company's campaigns according to established marketing strategy:

Facebook is known for its effectiveness in running campaigns with very precise targeting criteria and attracting new visitors. Facebook ad management is very easy to use.

LinkedIn ads, LinkedIn's advertising campaign tool, has many advantages, such as advanced targeting options, a wide selection of ads, flexible budget management, a lead generation tool and, finally, a tracking and analysis tool to measure campaign performance.

The Instagram platform is very relevant for certain purposes because of its young and very influential user base, which is constantly growing. This social network is the fastest growing in the world. The social platform offers the ability to target campaigns based on reach, ad recall and awareness. However, sponsorship campaigns on Instagram have proven to be more suitable for B2C brands than B2B.

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