

WAYS OF MARKET PROMOTION

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Abstract: The paper deals with basic standard abbreviations from internet marketing sphere, we analyze their essence and efficiency in terms of their usage on websites.

Keywords: optimization, internet marketing, promotion, web site, social networks.

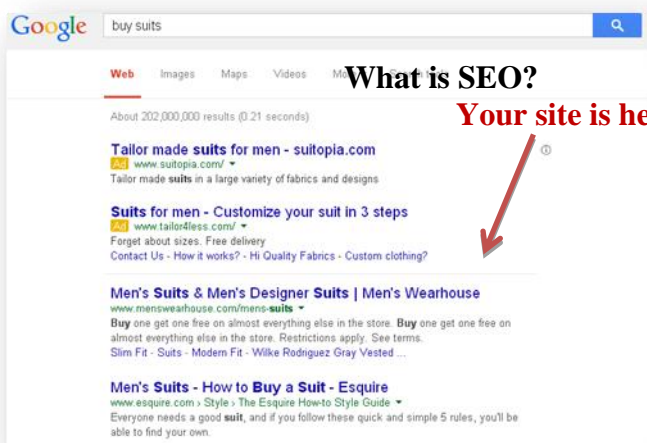
Internet marketing includes SEO, SMM and SEM. These three terms have been used very often like synonyms. SEO and SEM have often been used interchangeably. So what's meaning of these definitions? What do they have in common? What are the differences independently?

At first we need to know the meaning on these abbreviations. Let's start by defining them.

SEO (Search Engine Optimization) – the practice of improving and promoting a web site in order to increase the number of site visitors received from search engines. (Fishkin, 2013)

Search engines of the Web, take notes of everything they encounter. When a user types something into the search box, making a search query, the engine's algorithms spit out a list of what it thinks there relevant results are. (Ginsburg, 2013)

The method of search engine optimization (SEO) is quite old and simple. It helps both the user and the site owner. The correct choice of words in the search box leads to the success of promotion queries, which guarantees SEO. (СвободноХабр: Что такое SMO и SMM? Чем они отличаются от SEO? [site] URL <http://freehabr.ru/blog/seo/1509.html>)



What is SMO?

Widgets



SMO (Social Media Optimization) – the creation of online content that is likely to be shared through social networks. Traditionally search engines have been the focus of online advertising and marketing efforts. Since the appearance of social media more attention has been given to social

networks as an additional venue which attract user`s attention. (Technopedia: Social Media Optimization (SMO) [site] URL <http://www.techopedia.com/definition/28183/social-media-optimization-smo>)

This system helps increase the number of links from blogs and forums. Basically, it works on interesting content and design of the site and on the creation of convenient site for using. (СвободноХабр: Что такое SMO и SMM? Чем они отличаются от SEO? [site] URL <http://freehabr.ru/blog/seo/1509.html>)

If SEO improves the site for search engines, the SMO improves the site for people. (СвободноХабр: Что такое SMO и SMM? Чем они отличаются от SEO? [site] URL <http://freehabr.ru/blog/seo/1509.html>)

Where should I publish?

Social media



SMM (Social Media Marketing) – the promotion in social services through publications of fresh interesting materials in communities, forums, social networks. It also means a constant communication with users, hidden advertising of products and services. Perhaps with the usage of the audio and video materials. We should not forget that SMM involves work on site reputation and written posts, as well as at works on the site. (PR, Advertising & VIP: Что такое SEO оптимизация сайтов, SEM, SMO, SMM, SEA? [site] URL <http://advip.ru/social/что-такое-seo-оптимизация-сайтов-sem/>)

SMM-optimization is created to join an audience through communication. Users can get different advice, recommendations, comments of famous people. (СвободноХабр: Что такое SMO и SMM? Чем они отличаются от SEO? [site] URL <http://freehabr.ru/blog/seo/1509.html>)

Since, social networks has appeared on the Internet ways of optimization of SMO and SMM have begun to use. Many people consider that they are main competitors of SEO. However, we should notice that it is a mistake. SEO system is radically different from SMO and SMM. It is only responsible for search engine optimization, while SMO and SMM are systems which optimize sites for “real” people, not for search engines. (СвободноХабр: Что такое SMO и SMM? Чем они отличаются от SEO? [site] URL <http://freehabr.ru/blog/seo/1509.html>)

Search engine optimization is not suitable for those who want to save money by getting away from other forms of online marketing. SEO is the long-term solution which requires a significant time investment and treasure in order to get profit. So if you have just started an online business and are looking a way to jumpstart your website traffic, search engine optimization is not for you. (What is SEO: For whom is seo suitable? [site] URL <http://www.whatisseo.com/for-whom-is-seo-suitable.html>)

Conversely SMO and SMM are approaches for promotion and popularization of the brand in the early stages of development of the company, because it is inexpensive service. Promotion through SMO and SMM will be useful in attracting customers only for those companies whose target audience is widely represented and active in social networks. Competent combination of SMO and SMM gives synergistic effect. Some people think that SMO without SMM doesn`t work

Social networks have ascendancy over a wide audience. Many people believe that SEO in social networks is an effective method. It does not mean that SEO shouldn`t be considered ineffective method of promotion. However, SMO and SMM significantly accelerate this process.

But there are several advantages of SMO and SMM vs. SEO, which were given by specialists. These are:

- Low costs;
- Customer feedback;
- Work in social networks;
- Work with viral content;
- Work with the community;
- Work with the blogosphere;
- Creative blogging. (СвободноХабр: Что такое SMO и SMM? Чем они отличаются от SEO?

[site] URL <http://freehabr.ru/blog/seo/1509.html>

Nowadays is very popular to search information in the Internet, but as we can notice, more users attention is paid to social networks, because it is very easy to use it.

Now people spend much of their time on social networks in order to interact and communicate with one another, and also to look for some sources of content.

Will social marketing make search engine efforts a thing of a past? Not completely. The Web is still a large which is constantly increasing place. (Ginsburg, 2013)

Despite the fact that the SMO and SMM are getting more popular, we think that in combination with SEO they will get the greatest effect.

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