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Successful promotion of the brand in social networks: factor analysis

Advertising spreads very fast on social networks, forums and similar communication sites. In 2013, the online social media tools were used by 38.3 per cent of companies, and this number is constantly growing. This article deals with the online marketing, social networking and brand concepts. It analyses specific characteristics of a brand and social networking as well as their significance. Based on the example of the brand Vytautas, the success factors of the brand on social networks are set. Consumer opinions on the importance of social networks for promoting the brand are assessed. The analysis employs the following methods: the biometric Eye Tracking analysis and multiple criteria assessment method.

Keywords: brand, social networks, users, biometric analysis, multiple criteria assessment.

Introduction

Fast spread of technologies and the Internet encourage users to spend most of their free time on computers, smart phones and social networking. Social networks are one of the fastest-rising tools. Recently in America social media involves 90 per cent of registered teenagers and elderly people — around 80 million members. In October of 2009, social websites were visited by 830 million users. According to the research company eMarketer, this year approximately 1.61 billion people — more than one-fifth of humanity — at least once a month connected to social networks. Their study reveals that this figure is 14.2 per cent higher than a year ago, while in 2017 social networks will be used by 2.33 billion people. According to the researchers, the number of 1.61 billion accounts for about 22 per cent of the world's population. Facebook, with over one billion users, is the world's largest social network (according to the research company eMarketer). Based on the survey conducted by the social networking agency Social Market-

ing, about 40 per cent of Lithuania's population use the social networking site Facebook. The top three of the most popular social networking sites in Lithuania include: Facebook in the first place, the second — Google+, the third — LinkedIn.

Object of the study. The study on the brand on social networks is conducted based on the example of the brand of Birštonas mineral water Vytautas.

Aim of the study. To conduct the analysis of scientific references on the brand on social networks and identify factors having impact on the brand popularity on social networks based on the brand Vytautas example.

Objectives:

1. Explore theoretical aspects of the brand promotion/awareness in social media.
2. In order to identify the factors having impact on the brand popularity on social networks, to conduct the 'Eye Tracking' and multiple criteria assessment analyses.

Research methods. Analysis of scientific literature, a survey, biometric Eye Tracking analysis and multiple criteria assessment.