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## ПРОСУВАННЯ ІВЕНТ-АГЕНТСТВ ЗА ДОПОМОГОЮ ІНСТРУМЕНТІВ SMM

### EVENT AGENCIES PROMOTION WITH SMM TOOLS

**АНОТАЦІЯ.** SMM сьогодні – рушійна сила для бізнесу в будь-якій сфері, а визначення найефективніших інструментів соціального медіамаркетингу для івент-агенції локального розташування, дасть змогу іншим івент-фірмам поновити знання та вибрати найкращі варіанти просування власного бізнесу в Інтернеті.

Соціальний медіамаркетинг є важливим інструментом для створення власного унікального образу фірми, залучення цільової аудиторії та виходу на новий рівень бізнесу. У контексті конкурентного ринку та переважаності інформацією, ефективне управління інструментами SMM дозволяє підприємствам і агенціям вирізнятися, створювати необхідний імідж і забезпечувати успішну комунікацію зі своєю аудиторією.

Дослідження цього питання має стратегічне значення для рекламистів-практиків, адже воно сприятиме розкриттю ключових принципів та інструментів побудови успішних комунікаційних стратегій.

Крім того, у мережі Інтернет існує вже безліч різноманітних видів SMM і обрати серед них найефективніші для власного бізнесу стає дедалі важче. У роботі зібрані найвлучніші інструменти соціального медіамаркетингу, а також більшість з них застосована для реальної івент-агенції, що перебуває у стані «поновлення на ринку» культурно-масової діяльності. Тому вивчення промоції івент-агенції через інструменти SMM стане в пригоді сучасному івент-бізнесу.

Використовуючи методи абстрагування та класифікації було визначено SMM як такий і здійснено поділ його на види. Аналіз літературних джерел сприяв можливості визначити актуальні на сьогодні інструменти соціального медіамаркетингу, а також провести через порівняльний аналіз визначення сильних та слабких сторін SMM. Практично було використано експеримент для визначення того, як працюють інструменти SMM.

Використані в роботі інструменти соціального медіамаркетингу спрямовані на максимізацію взаємодії та зацікавленості аудиторії, підвищення обізнаності про івент-агенцію, стимулювання збуту та підвищення фінансової зацікавленості фірми. Один із ключових аспектів залучення цих стратегій полягає у важливості комплексного використання різноманітних інструментів SMM. Від пресконференцій до активних кампаній у соціальних мережах – кожен інструмент має свою вагому роль у формуванні успішної PR-кампанії.

**Ключові слова:** інструменти SMM, соціальний медіамаркетинг, PR-кампанії, зв'язки з громадськістю, промоція, управління сучасною компанією, івент-агенція.

**ABSTRACT.** SMM is a driving force for business in any field today, and identifying the most effective social media marketing tools for a local event agency will enable other event firms to refresh their knowledge and choose the best options for promoting their business online.

*Social media marketing is an important tool for creating a unique image of the company, attracting the target audience, and reaching a new level of business. In the context of a competitive market and information overload, the effective management of SMM tools allows businesses and agencies to stand out, create the necessary image, and ensure successful communication with their audience.*

*The study of this issue is strategically important for practitioners and advertisers because it will contribute to the disclosure of key principles and tools for building successful communication strategies.*

*In addition, there are already many different types of SMM on the Internet, and it is becoming increasingly difficult to choose among them the most effective ones for your own business. The work collects the most effective tools of social media marketing, and most of them are applied to a real event agency that is in a state of «market renewal» of cultural and mass activity. Therefore, studying event agency promotion through SMM tools will be helpful for modern event business.*

*Using methods of abstraction and classification, SMM was defined as such and divided into types. The analysis of literary sources contributed to determining the currently relevant tools of social media marketing. A comparative analysis was conducted to determine the strengths and weaknesses of SMM. A practical experiment was used to determine how SMM tools work.*

*The social media marketing tools used in the work aim to maximize the audience's interaction and interest, increase awareness of the event agency, stimulate sales, and increase the firm's financial interest. One of the critical aspects of engaging these strategies is the importance of using various SMM tools in an integrated manner. Each tool has an important role in forming a successful PR campaign, from press conferences to active campaigns on social networks.*

**Keywords:** *SMM tools, social media marketing, PR campaigns, public relations, promotion, modern company management, event agency.*

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**I**ntroduction. In the modern world, characterized by rapid informational changes, globalization, and digitalization, social media marketing (SMM) has become increasingly prominent. SMM now serves as a key tool in building relationships and communication between organizations and their audiences.

Social media marketing (SMM) plays a crucial role in business development, enabling companies across all industries to interact with their audience, expand their brand, attract new customers, and maintain relationships with existing ones.

In the promotion of event agencies, SMM plays a particularly important role, empowering these agencies to reach their potential. Since event agencies are responsible for organizing various events, their success largely depends on attracting the attention of potential participants and clients. Social media platforms provide event agencies with the opportunity to effectively communicate with their audience, share important information about upcoming events, and attract client attention.

Let's consider different SMM strategies and tools, their impact on the reputation of an active event agency, as well as recommendations for optimal approaches to achieve maximum results.

**The aim of this research** is to systematize knowledge in the field of SMM and identify effective and appropriate tools for promoting event agencies in the cultural and mass entertainment market. The research aims to highlight key aspects of planning and implementing a PR campaign to increase brand awareness, attract the target audience's attention, and increase business revenue. This research contributes to developing and improving PR and promotional strategies through SMM, opening up new opportunities for using these tools in modern business practice.

Among the main objectives are: 1) characterize the theoretical aspects of promoting event agencies using SMM tools, 2) identify types and characteristics of PR campaigns that can be applied to increase the agency's popularity, 3) provide a general overview of the agency, conduct a comprehensive analysis, assess the market, and define the target audience, 4) determine specific methods for promoting the brand through SMM, 5) develop recommendations for improving the promotion of event agencies using SMM tools.

The methodology employed in this research encompasses both theoretical and empirical methods. Through abstraction and classification, SMM was

defined and categorized into various types. Analysis of literature sources facilitated the identification of current social media marketing tools, and conducting a comparative analysis helped determine SMM's strengths and weaknesses.

Experiments and observations were the primary methods utilized in the practical part of the research. The functionality of the specified SMM tools identified in the theoretical section was determined through experimentation. Observations allowed for conclusions to be drawn regarding the most effective among these tools.

**Results and discussion.** According to general estimates, no less than 57% of the world's population are social media users. People spend over two hours daily on social media, and when SMM marketing is properly applied, all these users can potentially become clients, customers, and partners. SMM helps effectively communicate product or service information to the audience with rational expenditure [11].

In his work «Communication Theory,» Georgiy Pochepsov asserts: «Communication theory allows establishing relationships between the population and authorities, between a firm and a client, between a factory and a consumer. Communication theory is significantly shaped by various applied fields where communicative influence plays a decisive role. Only through effectively conducted communication can society experience increasingly more events. Society has become more dependent on communication. Never before has there been such a development of diverse disciplines related to human influence on human» [7, с.7-9]. Therefore, it can be argued that properly established communication with the audience today is the success of any business tomorrow.

Social media marketing (SMM) or marketing in social networks is utilizing any existing social media platforms to achieve business goals. Facebook, Instagram, LinkedIn, Twitter, TikTok, or other platforms are the best allies for promoting a brand, product, or service [12].

Social media marketing is defined as the strategic use of social networks to achieve marketing and business goals. According to David Evans in «Social Media Marketing: An Hour a Day» [13, с. 55], SMM includes creating and disseminating content aimed at interacting with the audience and effectively promoting one's brand.

Assessing the advantages of SMM promotion, several clear and relevant points can be highlighted when working with an event agency [14].

1. Strengthening trust. Social media networks are the foundation of trust between the audience and businesses since most modern Internet users rely on them as the primary and most prevalent source. When an agency is present on popular social media platforms, sharing content, offering beneficial deals, and engaging with clients, it establishes its presence for users, making it at least recognizable and, at best, necessary.

2. Client information. Through SMM marketing, announcing new products, exciting promotions, company news, changes, and developments is easy and quick. Today's audience finds it much more convenient to follow all this using their phones or other technological devices. Online applications make asking questions, capturing product/service photos, saving posts with service descriptions, and adding essential contact details easier to do. Social media platforms have transformed into vast directories of useful contacts accessible to virtually everyone. Moreover, the audience can access such information almost 24/7 since most social media users always have their phones at hand.

3. Brand recognition and loyalty. By presenting the business through online platforms, it's possible to talk about individual products and the brand itself. With the right approach, people start recognizing and associating the brand with certain values, sharing information about it, and associating it with specific values. Social media allows for establishing the event agency's brand position and image, showcasing portfolios, and influencing the audience through influencers.

4. Stronger client engagement. Regular interaction with the audience shows people that the team cares about them and is attentive to their needs. In the future, such engaged clients will be willing to share information about the agency and become one of the PR tools themselves.

5. Simplified audience communication. How to find out what people are saying about you or how they're evaluating or criticizing your service? Simply check the comments because virtually everyone is on social media. This way, various layers of the audience become accessible, allowing for quick data analysis [1].

The following points can be highlighted in «Challenges in Social Media Marketing» (J. Smith, 2020) [8] when discussing the drawbacks and challenges of SMM promotion.

1. Time-consuming for future good results: Social media requires constant attention and long-term planning; it's not a one-time effort. Continuous content creation, timely publication, audience interaction, problem-solving, and advertising adjustments are all necessary.

2. Negative comments and cancel culture: If someone dislikes a product or service, they can share their dissatisfaction in the comments within minutes, visible to all other users. Cancel culture, increasingly prevalent on social media, involves audience boycotts of individuals or entities for behaviour deemed unacceptable by certain societal groups. While this mostly affects celebrities, brands, firms, or

corporations are also subject to it. When an object is considered «cancelled», it loses its reputation and incurs financial losses.

3. Slow progress: SMM marketing operates for the long term and doesn't yield instant results. It depends on the overall success of the company and the positioning of the brand. Roughly speaking, it's not enough to make a post with a nice photo and immediately expect engagement, likes, and followers. It may take several weeks or more to see the results of a campaign, depending on its duration and the brand's personal goals.

Looking at the basic business process, it's evident that promotion doesn't occupy the last place in this chain. Therefore, the high-quality promotion of an agency will help elevate it to a high level and subsequently facilitate the realizing its services or products [2].

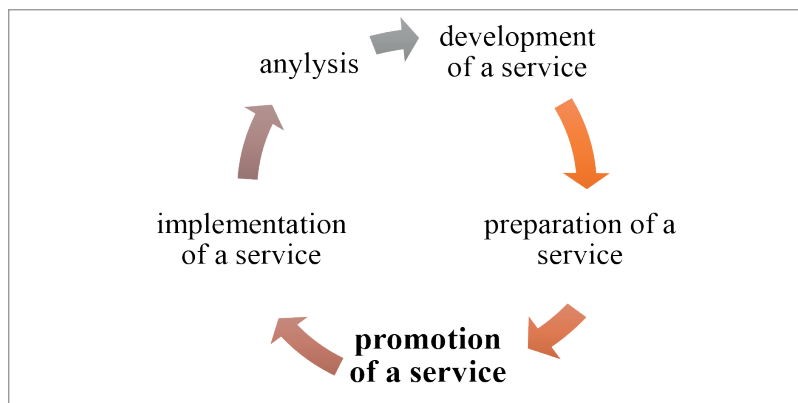


Figure 1. The basic business process.

SMM tools and platforms are diverse resources designed for effective content management and promotion on social media. Analysis of literature sources, such as «The Complete Guide to Social Media for Events: How to Create Buzz and Raise Attendance» (Haydon, 2019), helps identify key SMM tools and platforms that are most effective for event promotion [14].

Here are several primary SMM tools and their areas of application that can be used for working with an event agency promotion:

1. Content schedulers:

Examples: Buffer, Hootsuite, Later.

Usage: Scheduling and automating posts across various social media platforms for convenience and consistency.

2. Analytical tools:

Examples: Facebook Insights, Google Analytics, Sprout Social.

Usage: gathering and analyzing data on campaign effectiveness, audience engagement, and conversions.

3. Graphics creation tools:

Examples: Canva, Adobe Illustrator, Adobe Photoshop, Crello.

Usage: creating visually appealing content for social media.

4. Video and animation editing tools:

Examples: Adobe Premiere Pro, VN video, CapCut, InShot.

Usage: editing and enhancing video content for social media posting.

5. Trend tracking systems:

Examples: TrendSpottr, Google Trends, BuzzSumo.

Usage: Identifying and utilizing trending topics and themes for content creation.

6. Paid advertising platforms:

Examples: Facebook Ads, Instagram Ads, LinkedIn Ads.

Usage: running targeted advertising campaigns to attract new audiences.

These tools help effectively manage and promote brands and events on social media, ensuring maximum interaction with the audience.

When creating a PR campaign to increase the popularity of an event agency, it is essential to consider all necessary promotion areas [10].

First and foremost, establishing communication with the media is crucial. Strong and professional relationships with the media will help further enhance the agency's recognition and reputation. It can be achieved through positive coverage of activities, company news, and engaging expert opinions.

Corporate communication involves managing overall reputation and image. Such communication helps the company maintain brand recognition through unique brand identity, tone, and voice.

Continuous community communication allows the brand to demonstrate its commitment to the community's needs and goals. This communication should focus on corporate social responsibility and can manifest in charitable, volunteer, and other community initiatives.

The LLC «Yastrebov M.V.» was established in 2011 and operated as an event agency named «Weekend Cocktail» specializing in cultural mass events.

Highlighting the firm's features and uniqueness, it is worth noting that «Weekend Cocktail» caters to all categories of people: children, adults from various occupational fields, bloggers, students, workers, and anyone else who seeks celebration in life. In Kremenchuk, Poltava region, where the firm began, finding someone who approaches the business with the same dedication, creativity, and uniqueness of ideas is challenging.

The company's primary social media platform is Instagram, where there is currently a small audience, low activity, minimal reach, and virtually no interaction with the audience.

SWOT analysis is an effective tool for business planning and strategy formation. It helps analyze internal factors (strengths and weaknesses) that influence the organization and external factors (opportunities and threats) that may impact the company.

SWOT analysis of «Weekend Cocktail» agency:

Strengths: prompt task execution, communication with venues for rental spaces, high loyalty, innovative thinking in project creation, value for money.

Weaknesses: limited popularity, dependence on global catastrophes (pandemics, lockdowns, wars), absence of a website.

Opportunities: adopting new technologies for events, collaborating with professional operators, and obtaining quality equipment to capture precious moments.

Threats: decrease in client income, economic crises, nationwide disasters, increased popularity of competitors in the market.

Today, promotion through social media is not only highly effective but also a cost-effective way to make oneself known or remembered, improve one's image, and attract new clients while retaining and satisfying all the needs of the existing client base.

There are countless methods for promoting a company, but each brand requires a special approach that considers its unique features.

Methods aimed at a long-term perspective and working effectively, such as promoting the «Weekend Cocktail» event agency through SMM marketing, require consistency and planning.

2. Content tailored to each event is systematically posted on the agency's Instagram page, including event announcements, results, event photos and videos, behind-the-scenes footage, etc. The content calendar allows gradually showcasing the agency's activity and providing all the necessary information to the audience, with the ability to react instantly.

3. Developing specific hashtags for each event and the agency's own hashtags, such as the basic #WeekendCocktail. By implementing our own hashtag and unique hashtags for each event or contest, we strengthen our presence on the platform and facilitate the promotion of content and its discovery by future audiences.

4. Creating online giveaways that boost attention to the event agency, encourage audience engagement on the page, and promote the agency. The most effective prizes chosen and developed were certificates for attending events from the «Weekend cocktail» agency. This approach increased the activity on the firm's social media platforms and triggered a sort of «word-of-mouth» mode.

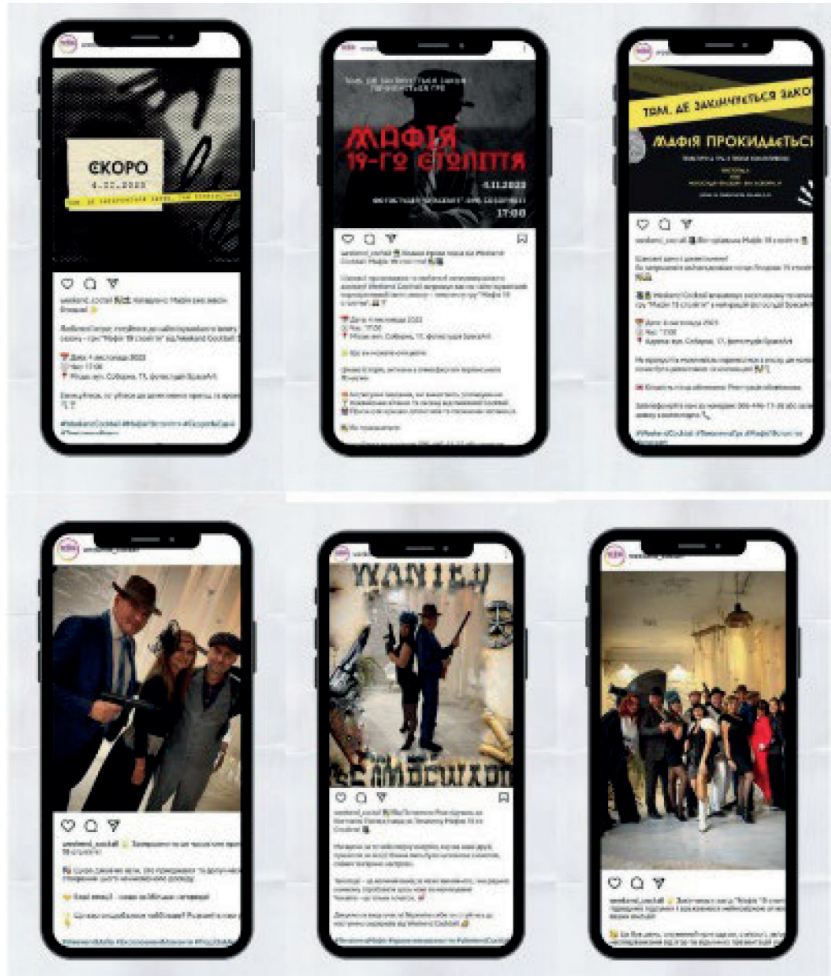


Figure 2. Social media content

🎁 Особливі умови для наших постійних клієнтів:  
Дякуємо за вашу вірність! Очікуйте на приємні сюрпризи.

☎️ Бронуйте своє свято вже зараз за номером:  
096-238-0475 🌟🍷

#WinterEvents #NewYearCelebrations #WeekendCocktail  
#BookNow 🍷🌟

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Телефонуйте за номером: 096-238-0475

Не пропустіть найяскравішу Weekend Cocktail! 🍷🌟

#WinterEvents #NewYearCelebrations #WeekendCocktail  
#BookNow 🍷🌟

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🔥 Що б ви хотіли побачити в наших майбутніх у коментарях! 🗨️

#WeekendMemories #ЕмоціїВідНашихПодій  
#WeekendCocktailExperience

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коментар з іменем та контактним номером.

Кількість місць обмежена, тож реєструйтесь прямо зараз!

Не пропустіть шанс стати частиною неймовірного пригодницького заходу та відчувати дух величної епохи! 🗨️

#WeekendCocktail #Мафія19століття #ТематичнаГра  
#SpaceArt #ексклюзивні

Figure 3. Unique hashtags

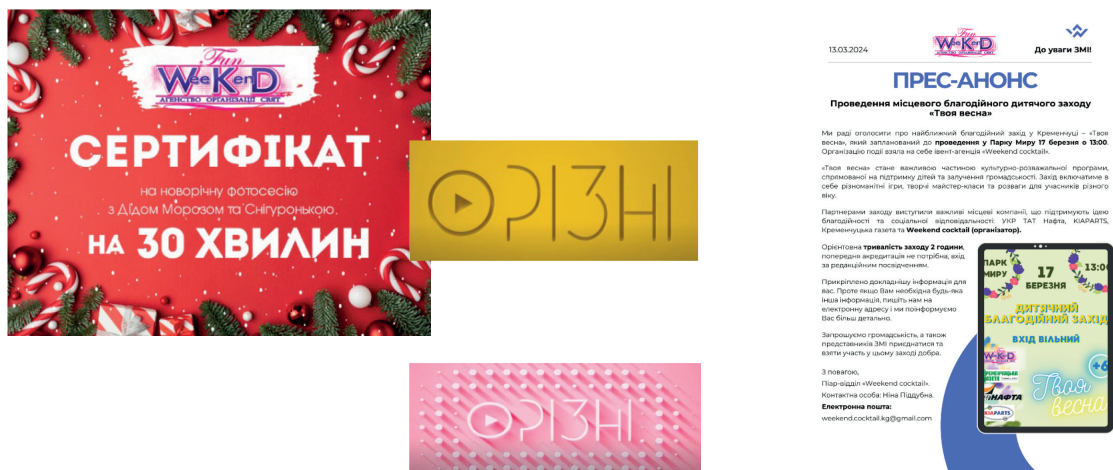


Figure 4. Giveaways.

5. Engaging celebrities and venturing onto the YouTube platform. Influencers were successfully attracted by developing an entirely new format for information delivery through social media, and an additional online platform was accessed. The special media project «Different» is a podcast developed for the «Weekend cocktail» event agency to take SMM marketing to a new level and showcase the firm's characteristics in a new style.

6. Writing a press release and issuing a PR article has become highly influential and effective tools for engaging with the audience through local print and online media. The preparation of articles and press releases has enabled «Weekend Cocktail» to quickly disseminate official information about past and upcoming events and attract a larger audience to participate in the activities. Additionally, this informative content has helped the agency increase its visibility and interest rating among the population.

7. Private audience surveys following events aim to improve service quality and image and attract a larger audience to the event agency's social media platforms.

8. Promoting events through media resources such as Telegram channels or influencer pages can attract new audiences, as can advertising event publications on various platforms.

9. Communicating with potential audiences and clients via email has helped the PR department reach a wealthier class of individuals and achieve a steady income from organizing corporate events.

10. Partnering with local media and influencers allows the event agency to expand its

audience and create a positive image around the firm. Coverage of events in popular media and blogs increases their popularity among potential audiences.

11. Establishing partnerships with local businesses and organizations involves creating special partnership programs and sponsorship packages. Joint advertising and event support from partners can reduce event costs by attracting sponsors, thereby providing additional resources and support for events.

Many different social media marketing tools are available to enhance the promotion of the «Weekend cocktail» event agency. Some of the developed and proposed ideas require a broader budget and have not been implemented, but the company's team actively supports them.

Among the main tools:

1. Hosting online events.

Today, a large portion of the audience is accustomed to living through computers, so hosting events online is just as popular as traditional events. Moreover, working through online platforms allows for integrating modern artificial intelligence, saving time on setup and preparation. Additionally, while most of the agency's audience consists of active extroverts, some remain introverts who also appreciate non-traditional online events. Thus, venturing onto online platforms for events can help attract a new audience and expand overall reach.

2. Creating a dedicated website.

A personal website showcasing portfolios, services, prices, contacts, and regularly updated

behind-the-scenes photos will undoubtedly boost the firm's reputation and recognition and create a more comfortable space for engaging with the audience.

3. Developing a virtual PR project for «Weekend Cocktail.»

Creating a thematic blog called «Event Vibes» to distribute exciting content about events organized by the Weekend Cocktail Agency. The blog could include backstage views, team interviews, event announcements, event streams, and more. Such a project would capture the audience's attention and improve the company's image in the long run.

4. Continuous monitoring and utilization of trends: relevance and trendiness of ideas.

Creating new event formats that align with current social media trends will help maintain the event agency's reputation and consistently attract attention.

5. Targeted advertising on social media.

Precisely targeted advertising on social media platforms, first, saves budget compared to other paid promotion methods, and second, helps reach the audience that the firm needs. Targeting, when used correctly, works quickly and succinctly,

attracting the attention of those who need your service.

Therefore, the main promotion tools for the event agency through SMM are virtual or web resources, which can simultaneously increase brand recognition, attract new clients, improve the image, and advance to a higher level. In the future, promotion through social media will likely become the primary resource for businesses related to entertainment and cultural activities.

**CONCLUSIONS.** These PR strategies are aimed at maximizing audience interaction and interest, increasing awareness about the event agency, and encouraging participation in its events. One key conclusion from these strategies is the importance of utilizing various SMM tools comprehensively. Each tool plays a significant role in shaping a successful PR campaign, from press conferences to active social media campaigns.

All these aspects of interaction will ensure not only the successful implementation of specific events but also enhance the overall reputation of the event agency, making it recognizable and competitive in the market. Such an approach will attract new clients and retain and develop the existing customer base.

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