

## INNOVATIVE MARKETING DECISIONS DRIVE IN BUSINESS ACTIVITIES—A PERSPECTIVE DIRECTION OF RESEARCH

Laura UTURYTĖ-VRUBLIAUSKIENĖ<sup>1</sup>, Mantas LINKEVIČIUS<sup>2</sup>

<sup>1</sup>Vilnius Gediminas Technical University, LT-10223 Vilnius, Sauletekio 11,  
E-mail: vlaura@vgtu.lt

<sup>2</sup> Vilnius Gediminas Technical University, LT-10223 Vilnius, Sauletekio 11,  
E-mail: mantas\_l@yahoo.com

**Abstract.** In recent decades, the rapid growth of innovative Internet based information and communication technologies created a new field of scholastic and academic study among scholars. Mainly, the attention of researchers is meeting point on new ways to form relationship thought social network sites. Social network sites represent a new form of web communities, where people meet and share interests and activities. Due to exponential growth of these sites, an increasing number of scholars are beginning to study the emergent phenomena in order to identify the new ways of marketing possibilities based on information technologies. This article examines the recent literature about this issue.

**JEL classification:** JEL -M310, M 390.

**Keywords:** Internet marketing, social network marketing, social network sites, benefits of using social networks for business.

**Reikšminiai žodžiai:** marketingas, socialinių tinklų puslapiai, socialinių tinklų marketingas, nauda taikant socialinius tinklus versle.

### 1. Introduction

Globalization and information society cause a radical change of marketing objectives, form a extremely homogenous activity with mass addressability marketing becoming a highly heterogeneous, fragmentary activity, target markets oriented (Roche 2000).

The fast development of information and telecommunication technology makes the Internet take part in an increasingly significant role in our lives. Because of its rich and varied resources, the Internet is increasingly infiltrated into every part of our lives. More and more people would like to spend their time on the Internet especially on some kinds of large social entertainment community (Zhou 2009).

Nowadays, businesses that fall short of developing effective value propositions have difficulties in taking advantage of market opportunities that are characterized by uncompromising market forces such as increased competition, shortened product life-cycles and more sophisticated and variable customer demands (Daouda 2010). It is a disconcerting fact that many, if not most, businesses struggle to develop sustainable, innovative value propositions that help them sustain their market positions.

That's why the marketing innovation and sustainable development are today's hottest topics of our planet among intellectuals. Because if you do what everyone else is doing, you'll get the same results - if you're lucky. Most often, those who excel in any market are the innovators, those who are continually trying new things, creating new methods of doing business, or standing for something unique.

The world of marketing has come a long way. Many changes and amazing evolutions have already occurred (Kidwai 2010). If you look at the marketing trends of today, the numerous innovations that are cropping up are getting more and more geared towards fantastic marketing results.

Right now, there are more things going on in the world of marketing than ever. New innovations are being introduced daily. Viral marketing, word-of-mouths, social networks are areas taking more attention. This is because these are areas that will take marketing to a whole new higher level.

Social network through the internet became popular in the mid-2000s and is still a mainstream for connecting with people. From the beginning, as increasing numbers of people start to find out it, social network was an opportunity for renewing old relationships, establishing new ones, discovering romantic connections and staying current with local events and gatherings. But business owners rapidly discovered that these social networks were another way to increase their exposure to an international audience, announce new services and publications, promote articles and blogs and post event reminders and updates (Wall 2010).

Under the existing global economic structure, companies face extreme competition from competitors around the globe. In order to survive, best suited marketing strategies are desired to raise sales and the loyalty of consumers. Prior study explains that, under the whole cost structure of companies, just the marketing costs have drastically increased over the last 50 years (Sheth, Sisodia 1995). The advancement of technology drives down the manufacturing and managerial costs but, at the same time, increases the marketing cost quickly (Weber 2002).

With reduced costs, higher speed, and externality effects, marketing on the internet has benefits over traditional media. However, its effectiveness continues to be doubtful. To resolve this problem, the development of recommendation mechanisms based on the information of the products, purchase history and personal preference, and data-mining techniques (Cho, Kim 2004; Zhang, Jiao 2007) could possibly be helpful for sending information to the customers who definitely are most possibly interested in them. On the other hand, most of the already present recommendation mechanisms did not take into account the factor of influential power between online users. Customers' purchase decisions might possibly be largely influenced through the

product comments provided by someone we trust, rather than the companies' advertisements (Jurvetson 2008). Discovering the potential influencers may help companies improve effectiveness of their online marketing strategies through word-of-mouth information distribution.

According to introduction this paper seeks to address gap in the literature by presenting the need for analyzing the new form of marketing - social network marketing. So the main aim of this article is to identify this new marketing solution and their opportunities in business, also define area and directions for future research.

The article's methodology: the systematic scientific literature analysis applied allowed to find out the importance of new form of marketing to organizations.

Following this the paper's tasks consists of some main parts. In the beginning authors discuss the overview of the scientific literature on social network marketing; identifying online marketing, social network marketing, and conceptions of social network. Also there are provided social network marketing advantages and disadvantages mentioned in the scientific literature. The details of techniques of the social network marketing are presented next. Finally, at the end of the paper, the paper has outlined the conclusions along with the suggestions for the future study.

## **2. Innovative marketing decisions drive in business activities**

When companies start business, their main goal is always to try to make earnings as well as accomplish a successful growth. For this reason different strategies are used to provide products or services which they offer. Organizations try to create, promote and then sell products or services that could satisfy their particular target customers. Marketing is actually a strategy that can make a business grow and thereby become more successful (Shima, Varfan 2008). It is very important to know what kind of marketing to use in every single location to achieve huge sales rate, market share as well as the desired image.

Since traditional marketing is losing its impact, both advertisers and also the media owners who are based mostly on options are seriously seeking alternative methods to accomplish customers and alternative ways to earn earnings in that way (Clemons, 2009). With the development of business society and also the development of information technology, the internet has become a unique business environment.

The internet is a meeting place in which anyone can communicate with anyone else. From this backdrop, many advertising activities of specific organizations have been taken place. Hoffman and Novak (1995) and Timmers (2000) argue that there are a number of features of the Internet for instance 24 hours online, ubiquity, global availability, interactivity, one-to-one and/or micromarketing and integration which make an essential influence on marketing communications. Attracting consumers to a marketers' website is crucial to the effectiveness of online presence and for a longer time visits are a possible way of measuring success of those websites (Hoffman, Novak 1996). The opportunities to do business worldwide with the click of mouse are huge

and enticing. Internet marketing-also referred as online marketing, website marketing, or eMarketing-is the marketing of products or services over the internet.

### **2.1. Internet marketing**

World Wide Web has had a big impact on marketing since it was invented and realized to be a successful advertising tool. But the meaning and usage of it has changed by means of the years. Within the beginning it has been employed mainly for communicating to clients through e-mailing and getting response from them. It has assisted the firms to be able to target their possible customers much more personally and knowing much more about them has aided in knowing how you can approach different customers to get to their wants (Kotler 2003).

The internet is now a strong marketing device in itself which can be compared separately to other marketing tools. This growth can be seen both on a technical level and accessibility of it for customers. Internet is really a new advertising instrument that will be utilized by companies to be able to reach their clients (Hoffman, Novak, 1995).

Nowadays the concept of internet advertising and marketing has extended and opened a lot more opportunities to firms in their advertising and marketing. The web site of the companies online has got a lot of attention and is now a really typical media for presenting the company, its offerings and image internet advertising and marketing has quite a few benefits, and is becoming increasingly popular. In a world where a lot more and a lot more users are being connected to the internet every day, the capacity to market your business successfully is turning into a lot more crucial to success. Shima and Varfan (2008) said, there are also certain limitations on marketing on the internet which will need to be taken into account. Knowing the pros and cons of online marketing will enable you to promote your enterprise and products inside the most efficient way achievable, and this article will take a brief look at some of the numerous positive aspects and disadvantages of how internet promotion works.

Internet advertising has numerous advantages that make it an attractive method to promote an enterprise. It's fairly inexpensive, particularly when compared to other forms of promoting, when it comes to the ratio of expense for reaching a target audience. Organizations are able to access a gigantic viewer base for a modest quantity of money, and consumers are able to look into and purchase products when it really is convenient for them. This in turn permits businesses to convert their promoting into sales a lot much more swiftly than ever just before. The general advertising and marketing plan for an online business (or a business that buys promoting online) is dependent on the cost volume profit analysis (Goldenberg et al 2010).

Another distinct benefit of internet advertising is that the statistics involved in any given advertising campaign may be recorded and reviewed with ease. This in turn allows marketers to analyze what works and what doesn't, and if their goods appeal to specific age groups or folks in particular areas of the world. You will find various types of promoting plans that can provide distinct kinds of statistics, such as spend per click versus pay per impression.

Limitations of internet advertising and marketing consist of the requirement that shoppers have accessibility towards the technology needed to accessibility the advertising within the initial place. Whilst numerous shoppers have televisions, and consequently are able to entry promoting and advertising in that form, they may not have internet entry. Fortunately, internet accessibility is becoming more widespread, and the younger generation is extremely likely to have some sort of accessibility towards the internet. The buyer is also not able to physically interact with the product before purchasing it. The key barriers to entry for advertising a solution on-line are the low measurement of impact, the poor internal capability, and also the difficulty in convincing senior management to move forward with it (Hoffman, Novak 1996)

In an economic market, a trade between a seller and a buyer can occur only when the buyer has some level of details on goods in advance. Firms frequently spend a huge quantity of money on marketing their new goods in various methods including TV commercials and newspapers. If the advertisement costs too much, the product is pricey and thus the firm's profit decreases. Companies are prompted to look for an alternative way of spreading product information to prospective customers instead of utilizing the standard way of marketing. One such way would be to make greatest use of human relationships across social networks of people. By utilizing network advertising, or client referrals, the firm doesn't require to incur advertisement price. Much more importantly, the possible buyer considers the product details much more trustworthy if it is from his close buddies. In network advertising, companies can provide various incentives to motivate their buyers to recommend goods to buyers' pals, relatives, and neighbors. For instance, the firm can shell out a referral fee to their customers if buyers' social acquaintances really purchase their goods (Kiet, Kim 2008).

## 2.2. Social networks marketing

With the development of business society and the progress of information technology, the internet has become a unique business environment. The company activity on the internet has even become a marketing way that a lot of companies would like to explore. Today you are able to find many methods for internet advertising. Most successful internet marketers today are utilizing social network marketing as an effective way to prospect and promote.

That's why the interest in social networks among marketing scholars and practitioners has sharply increased within the last decade. Within the past four many years, it has been identified by the members of the *Marketing Science Institute* (MSI) as the highest priority research topic in advertising (Goldenberg *et al* 2010).

Social network started out many years ago as a way for individuals to make friends and stay in touch with others of similar interests by way of the internet. Over time it is now an excellent way for businesses to make targeted and immediate contact with the masses. Essentially it is a very fast and effective form of internet marketing. The success in social network advertising comes from successfully targeting and offering the right

product towards the proper market (Brant 2010). Social network advertising is grown to such a height that these days numerous people can't earn without it.

Within the literature are mentioned various social network marketing techniques. Rocon (2010) classified social network methods: it is *blogging*: whenever you start Blogging or posting your data about any product, you can see less response from clients. Later it will turn out to be big company by way of weblog. Websites and blogs are most powerful tools for social network advertising when matched with other networking tools. Blog is an amazing tool which offers many other facilities in addition to just marketing your company. It also helps you to communicate with other customers in case in the event you have any issues. The second is *personal website or blog*: it is essential to have private web site in the event you are a freelancer. Your web site will help your clients to know about you and it will make them clear that you are a serious freelance marketer and assist to make large revenue via on-line advertising. The third is *article selling*: it's also very best and cheap internet advertising method. It's a mode of advertising our trade just by writing articles and attracting endless number of users across world. We generally sell our content articles to different write-up database websites and write-up directories. These days it provided free business to numerous advertisers and publishers and they are truly benefited through their content articles. Next one is the *email sending*: electronic mail sending will be the very best way to marketing. Collect list of email addresses via portfolio websites and email about your business to all internet users. Your e-mail ought to be attractive in such a way that your recipient will probably be impressed to get back to you. *Use social network web sites*: social network websites like Twitter, Facebook can be utilized to promote your sales. These offer best platform for all who are thinking of on-line advertising. *Video promotion*: Use a number of video clip distribution web sites for your marketing. These web sites upload your service towards the whole world. All that you simply require to do is film a video clip about marketing and send it to video clip uploading sites like You Tube. It seems it's the easiest way of marketing than any other modes since many people will be interested in view videos instead of word type of advertisement. *Press Release or media release*: It attracts several public customers and increases relationship among them. And the last but not least *Search Engine Optimization*: It improves the traffic to your website by providing quality internet content. It uses RSS feeds and many SEO methods.

### ***2.2.1. Advantages and disadvantages of using social networks for business marketing***

Need to you or ought to not you use social network for business? That's what lots of clients did ask recently. Having presence on these social networks is completely important. But as with everything there are benefits and disadvantages to being present on Social networks. So the important factor is that just before taking any choice the business and its leaders to examine and think about what best serves the organization well.

Social Network is really a recent invention that has the Internet still at the edge of its seat due to its popularity with individuals. This is mostly because it actually is for

the people. Bringing each type of social group together in one place and letting them interact is actually a large issue indeed. Everything about it lies on the advantages and disadvantages of social network, and what it can do for your company. Lots of researchers mention these benefits of social network (Zhou 2009; Zhang, Jiao 2007):

**1 - Being where the customers are.** It's unavoidable; the social network websites rely on the regular presence of millions of users. Since the new generations to the elderly, numerous folks spent hours daily on websites like Facebook and Twitter, watching videos on YouTube, sharing pictures on Flickr.

**2 - Have a current image of the company.** Social networks are component of people's lives, exactly where users get recent development and news. Companies with strong presences consequently keep their following up to dates. These are typically values that may present an attractive image of any company.

**3 - Open Channel with customers.** A presence in social networks should make it possible to receive remarks and feedback, thus making channel of relationship with clients, possible customers and society at large, which operates 24 hours a day, seven days a week.

**4 - Contributes to a good ranking in search engines.** We certainly have definitely already realized that when you search on Google that several of the suggestions are Blogs, Videos, Pages at Facebook, etc. Having a company web site may not be sufficient to get a good ranking for all those keywords that vital for your niche.

**5 - It is relatively cheap.** We consider the possible impressions, clicks, interaction using the brand provided by social networks, and compare and contrast its cost with the possible for the same outcomes in other conventional media; we find that the investment remains fairly low cost.

While social network advertising is very well-liked for all kinds of small businesses and large businesses nowadays, the problem will be the fact that it's not usually rainbows and butterflies when it comes to utilizing it. There's a dark side to social network advertising which could manifest itself if you were not able to do the marketing actions properly.

One large issue having a social network centric advertising campaign is the fact that the benefits of such an activity might be difficult to gauge. After all, success could be defined in a variety of methods when using this kind of promotional tool. Does success simply mean having the most friends or followers or are there more essential things beneath the sheer numbers that you simply have accumulated.

Similarly, it may be hard to check just how a lot the advertising actions that you simply have made have really penetrated the individuals that you simply are promoting your services too. The biggest problem with a widespread social network campaign is the reality that you may not be able to filter all of the comments or statements that people would make on your social network page. This would make it easy for individuals to levy accusations and criticisms against your products and companies.

Whilst you might have the ability to effortlessly respond to them, the issue lies in the reality that these types of statements can spread very effortlessly through the social network channels which might make the damage that a lot harder to control.

Also as one of disadvantages we could (Jurvetson 2008; Shukla 2010; Li, Lin, Lai 2010.) mention that *target audience could use many social websites*. The social network sites are so many and they serve numerous various audiences, use numerous methods to convey messages (text, photos, videos, games, Quizzes, blogs, etc.) it becomes tough to decide where to go, what to do and to what extent. Advice: begin by defining objectives, review websites that best serve these objectives, strategy and decides to hold true as long as you are able to. Another lack of social network is that it *consumes a lot time*. We talk about social networks, and as the name implies there's socialization is assumed to be an interaction between its members. This means investing fantastic deal of time if your company would be to remain active and relevant in these networking websites. And that takes time, as well long, every day. And of course the balance in *between personal and business is tough*. We have to remember that most individuals who go to social networks are there for personal reasons and for leisure. Most are not thinking about being enticed to purchase one now, but may be interested in hearing others' opinions about a product or service. It is necessary for businesses to know how you can be contributing to the social network, without risking as well much and invade the personal space of the members.

### 3. Social network sites

According to Gbadeyan (2010) there are four types of networks: social networks, information networks, technological networks and biological networks. Article's authors are interested in the first kind of network.

#### *Definition of Social Networks*

Redbridge Marketing (2008) defined Social Networks as "online communities of people who typically share a common interest in activity." Social Network Sites are also defined as "those internet sites that provide opportunity to interact, allow visitors to send e-mails, post content, build internet content and or take part in live chat (YALSA, 2007). Taylor Nelson Sofres (TNS), The Teenage Research Unlimited (TRU) and Marketing Evolution (2007) in a similar word remarked that Social Network represents as a fad, especially among the young and technologically obsessed, an unprecedented tool for keeping in touch with friends and family, a disruptive, unscripted environment, an unparalleled opportunity for brands and consumer to make real connections and some combination of all of the above and then some.

The Office of Communications (OFCOM) Research Document defined Social Network sites as "those sites which allow users to set up online profile or personal home pages and develop an online Social Network. The definitions of Social Network above suggest that it is not only a forum for developing a social interactions but business relationship between companies that post their adverts on the sites and the registered online users. There are various Social Network Sites but the most common ones are



Facebook, Myspace, Bebo, Flickr, del.icio.us, Technorati, Wikipedia, hi 5, labroots and Picassa (Alexander, 2008; OFCOM, 2008).

Social networks really are a communication channel just like TV, newspapers, radio and also the telephone. Consequently, social networks are simply another vehicle by which any company with an offering, product or service can use to communicate, engage and connect with consumers (Weber 2002). Just after studying the literature the article's authors could define social network websites as web-based services that allow individuals to (1) construct a public or semi-public profile inside a bounded system, (2) articulate a checklist of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

Social networks have four components (Parker 2010): (1) *Structural*: it identifies both the form in which the nodes and arcs are organized and also the strength of the arcs between the nodes. (2) *Resources*: it concerns the characteristics of the actors or nodes; for instance, knowledge, abilities, gender, a particular attribute, etc. (three) *Normative*: it refers to rules that determine the behavior with the actors. (4) *Dynamics*: it emphasizes the generation of links and also the continuous change within the network (Cruz, Olaya, 2008). Presently, you will find no reliable data concerning how numerous individuals use social network sites, even though advertising analysis indicates that social network websites are growing in popularity worldwide. This growth has prompted numerous corporations to invest time and cash in creating, buying, promoting, and advertising social network sites (Boyd, Ellison, 2007).

### ***History of the social network sites***

Right after men initial started walking this planet, they began getting together, both for the safety that numbers brought about too as for the advantages that working as a team provided. This was the start of the historical past of social network. With the development of organized society the little bands turn out to be tribes, cities and countries and the object was the same—to benefit from the network.

Historically, social networking websites started before social media websites. Classmates.com (1995) and SixDegrees.com (1997) had been the initial social network sites. Friendster (2002), MySpace, Bebo, and Facebook (2004) were the next batch of social network sites. Social media sites Flickr (2004) and Youtube (2005) followed. Refs. (Boyd, Ellison, 2007; Urstadt 2008) provide a historical past of social network sites, and Naone (2008) gives a historical past of microblogging websites, social network websites that use microblogs for keeping “friends” updated and connected.

The article's authors group the users of social sites into 3 kinds: namely, individual customers, businesses, and government.

Companies can maintain profiles on most social network sites free of charge. However, they need to make a suitable level of investment in their social network website initiatives. They require to having contents prepared professionally. They also need to assign qualified employees to manage their presence on social network websites to deal with user comments and requests, gauge the tenor of reactions from the custom-

ers, etc. Damaging reactions on social network websites can spread widely and quickly (Kim *et al* 2010).

Social network websites have turned out to be a powerful additional means that companies and non-profits can use to marketplace their goods and companies, and manage customer relationships (Higgins 2009; Rosen, 2009; Zezima 2007) from the start, has had independent musicians post and marketplace their music on the website. Numerous companies now post product release announcements, pictures, and videos to such websites as Facebook, MySpace, Twitter, YouTube, Flickr, LinkedIn, etc. They also monitor and respond to each positive and negative comment by members about their goods and services (Meece 2009).

Statistics show that over three million users a day log onto Facebook. MySpace is now in second place behind them with approximately 125 million users and Twitter is coming up fast. What this means to the business owners are the chance to reach more of their target market. The fact is, social network marketing is the future of business and anyone who wants to get their share of traffic needs to make certain they are utilizing the tools in front of them.

With the Internet now integrated into nearly all aspects of everyday business use, many business owners are recognizing the important role that social network can play in the world of entrepreneurship. That's why it's getting more and more important field for research to fulfill the gap of scientific literature.

### ***Trends of the social network sites***

Social Networks sites, such as Facebook, MySpace and others have become most popular online sites in the past couple of years. Facebook is by far the largest social network in the world with more than 350 million active users and 170% growth over the past year, Facebook is a very active network with more than 175 million users that are increasing it at least once a day. Although Facebook is considered to be a tool for young people, more than two-thirds (and growing) of its users are outside of college and the fastest growing demographic among its users is those 35 years old and older. The average user has 130 friends and spends 55 minutes a day on Facebook. More than 35 million users update their status at least once each day and more than 2.5 billion photos are uploaded to the site each month (Boyd, Ellison 2007; Clemons 2009).

According to eMarketer principal analyst and author Debra Aho Williamson (2011) this year, 63.7% of internet customers will use social networks regularly. Even though the pace of growth is going to be less dramatic within the next couple of years of computer use in 2009 and 2010, usage will stay strong and shows no manifestation of decreasing. However the times of double-digit development in customers are gone as social media reaches a saturation point. By 2013, 67% of internet customers will use social networks. With less new customers registering, social networking customers could be more sophisticated and discerning concerning the people and brands they would like to build relationships.

To summarize, yet other authors are able to have the significant trends for 2011:

1. With less new customers registering, the social networking audience will grow more sophisticated and discerning concerning the people and brands that it interacts.
2. The youth market-individuals under age 35-still rules usage, activity and engagement older age ranges might be less engaged.
3. The fight between email and internet sites for users' attention and time is attaining momentum.
4. With the increase in Smartphone usage, customers will progressively use their mobile products like a jumping-off point for social activities.

This Year, internet sites will have to cement their associations using their customers, particularly people age range 35 or more, to be able to have them engaged. Entrepreneurs and media companies can lead for this effort by creating compelling user encounters which make people wish to keep in touch to internet sites to allow them to access encounters, deals or content they might not have the ability to find elsewhere.

Even while the social networking audience has extended to incorporate a substantial number of individuals in the Generation X, boomer and senior age segments, the youngest age ranges are the most symbolized, active and engaged. The enormous usage increases in certain older age ranges in the last 2 years is going to be less pronounced in the future.

To sum up it shows that social networks are already important thing in our lives also as its becoming a strong competing instrument for organizations. And if any organization does not have a social networking presence, these kinds of organization are already behind.

#### **4. Conclusions**

Traditional advertising is in crisis, because clients are increasingly inured to television commercials, direct mailings, etc. Promoting a company with social community is a great method to get the word out about why folks ought to do business with you.

Also it would be fascinating to dig deeper into Social network marketing. There could be researches done to find out the impacts that Internet has had on marketing. How Internet has affected advertising generally with focus on social multilevel marketing. Researching wide range of businesses to get a wide view of how social network marketing is used in practice, how valuable it's and why. One fascinating area to research on could be social multilevel marketing in different industries and discovering out if you will find differences between the have an effect on of social network marketing in various industries. Does the affect of social network marketing depend on the products to be sold?

Since technology is developing all the time, it would be interesting to follow up the development of advertising generally, it being affected by high technologies.

## References

1. Brant, T. 2010. *Social Network Marketing is the Foundation For a Great Online Business*. <<http://ezinearticles.com/?Social-Network-Marketing-is-the-Foundation-For-a-Great-Online-Business&id=3521976>>.
2. Alexander, B. 2008. Social Networking in Higher Education. 197 – 201.
3. Boyd, D.; Ellison, N. 2007. Social Network Sites: Definition, History, and Scholarship, *Journal of Computer-Mediated Communication* 13(1): 210–230.
4. Cho, Y. H.; Kim, J. K. 2004. Application of Web usage mining and product taxonomy to collaborative recommendations in e-commerce, *Expert Systems with Applications* 26(2): 233–246. doi:10.1016/S0957-4174(03)00138-6
5. Clemons, E. K. 2009. The complex problem of monetizing virtual electronic social networks, *Decision Support Systems* 48 (1): 46–56. doi:10.1016/j.dss.2009.05.003
6. Cruz, J. P.; Olaya, C. 2008. *A system dynamics model for studying the structure of network marketing organizations*. <<http://www.systemdynamics.org/conferences/2008/proceed/papers/OLAYA411.pdf>>.
7. Daouda, C. 2010. *The challenges of marketing innovation for a better sustainable development*. <<http://www.sudesca.org/green-economics/the-challenges-of-marketing-innovation-for-a-better-sustainable-development/>>.
8. Goldenberg, J.; Libai, B.; Muller, E.; Stremersch, S. 2010. The Evolving Social Network of Marketing Scholars, *Marketing Science* 29(3): 561-567. doi: 10.1287/mksc.1090.0539
9. Gbadeyan, R. A.; BSc; MBA (Zaria) MSc; Ph.D (Ilorin). 2010. Direct Marketing to Online Social Network (OSN) Users in Nigeria, *International Journal of Marketing Studies* 2(2).
10. Higgins, M. 2009. Twitter comes to the rescue, *The New York Times*.
11. Hoffman, D. L.; Novak T. P. 1995. Commercial Scenarios for the Web: Opportunities and Challenges, *Journal of Computer-Mediated Communication*, 1(3).
12. Hoffman, D. L.; Novak T. P. 1996. Marketing in Hypermedia Computer Mediated Environments: Conceptual Foundations, *Journal of Marketing* 60(3): 50-68.
13. Jurvetson, S. 2008. *What exactly is viral marketing?* <<http://currypuffandtea.files.wordpress.com/2008/03/viral-marketing.pdf>>.
14. Kidwai, M. 2010. *Marketing innovations for promoting your business*. <<http://www.helium.com/items/484447-marketing-innovations-for-promoting-your-business>>.
15. Kiet, H. A. T.; Kim, B. J. 2008. Network marketing with bounded rationality and partial information, *Physica A: Statistical Mechanics and its Applications* 387(19-20): 4896-4902. doi:10.1016/j.physa.2008.03.037
16. Kim, W.; Jeong, O.; Lee, S. 2010. On social Web sites, *Information Systems* 35(2): 215-236. doi:10.1016/j.is.2009.08.003
17. Kotler, P. 2003. *Marketing Management*. Eleventh Editon.768.
18. Li, Y; Lin, C; Lai, C. 2010. Identifying influential reviewers for word-of-mouth marketing, *Electronic Commerce Research and Applications* 9(4): 294-304. doi:10.1016/j.eierap.2010.02.004
19. Meece, M. 2009. Small businesses are taking tentative steps toward online networking, *The New York Times*.
20. Naone, E. 2008. A brief history of microblogging, *Technology Review* 111(5): 26.
21. Office of Communications (OFCOM) Research Document. 2008. *Social Networking: A quantitative research report in to attitudes; behaviours and use*.
22. Parker, J. 2010. *Social Networking: Protecting Your Information and Personal Brand*.

- <<http://www.studentpulse.com/articles/264/social-networking-protecting-your-information-and-personal-brand>>.
23. Redbridge Marketing. 2008. *Social Network Marketing: The Basics*.
  24. Roche, M. 2000. *Marketing*. Best practices. The Drzden Press, New York.
  25. Rocon, M. 2010. *Different Methods of Social Network Marketing*. <<http://ezinearticles.com/?Different-Methods-of-Social-Network-Marketing&id=3510735>>.
  26. Rosen, J. 2009. Be it Twittering or blogging, it's all about marketing, *The New York Times*.
  27. Sheth, J. N.; Sisodia, R. S. 1995. Feeling the heat: marketing is under fire to account for what it spends, *Marketing Management* 4: 8–23.
  28. Shukla, T. 2010. Factors Affecting 'Internet Marketing' Campaigns with Reference to Viral and Permission Marketing, *The IUP Journal of Management Research* 9(1): 26–37.
  29. Taylor Nelson Sofres (TNS). 2007. Teenage Research unlimited (TRU) and Marketing Evolution. *Never Ending Friending – A Journey in to Social Networking*.
  30. Timmers, P. 2000. *Electronic Commerce: Strategies and Models for Business to Business Trading*. Chichester: Wiley.
  31. Urstadt, B. 2008. Social networking is not a business. But it might be soon, *Technology Review* 111(4): 36–43.
  32. Wall, S. 2010. *How Social Networking Can Help Your Business Increase Visibility and Productivity*. <<http://ezinearticles.com/?How-Social-Networking-Can-Help-Your-Business-Increase-Visibility-and-Productivity&id=4221630>>.
  33. Weber, J. A. 2002. Managing the marketing budget in a cost-constrained environment, *Industrial Marketing Management* 31(8): 705–717. doi:10.1016/S0019-8501(01)00191-2
  34. Williamson, D.A. 2011. *US Social Network Usage: 2011 Demographic and Behavioral Trends*. <[http://www.emarketer.com/Report.aspx?code=emarketer\\_2000777](http://www.emarketer.com/Report.aspx?code=emarketer_2000777)>.
  35. Young Adult Library Services Association (YALSA). 2008. Teens and Social Networking in School and Public libraries: A Toolkit for Librarians and Library workers.
  36. Zezima, K. 2007. Web space where religion and social networking meet, *The New York Times*.
  37. Zhang, Y. Y.; Jiao, J. X. 2007. An associative classification-based recommendation system for personalization in B2C e-commerce applications, *Expert Systems with Applications* 33(2): 357–367. doi:10.1016/j.eswa.2006.05.005
  38. Zhou, L.; Ding, J.; Wang, Y.; Cheng, B.; Cao, F. 2009. The Social Network Mining of BBS, *Journal of networks* 4(4): 298–305.

## INOVATYVIŲ MARKETINGO SPRENDIMŲ TAIKYMAS VERSLE – PERSPEKTYVI MOKSLINIŲ TYRIMŲ KRYPTIS

Laura UTURYTĖ-VRUBLIAUSKIENĖ, Mantas LINKEVIČIUS

**Santrauka.** Šiandienėje visuomenėje, vykstant sparčiai technologijų kaitai, globalizacijos procesui, spartėjant gyvenimo tempui ir didėjant informacijos svarbai, investicijos, skiriamos marketingo sprendimams, visame pasaulyje nuolat auga.

Pastaraisiais dešimtmečiais naujausia mokslo ir akademinų studijų sritimi tapo inovatyvūs informacinių ir komunikacijos technologijų sprendimai, išskylantys kaip vienas iš svarbiausių organizacijos konkurencingumo bruožų. Vis dažniau atliekami naujų santykių kūrimo būdų socialiniuose

tinkluose tyrimai. Socialiniai tinklai tapo nauja bendravimo priemone viso pasaulio žmonėms dalijantis bendrais interesais ir veikomis, todėl mokslininkai vis daugiau nagrinėja šią sritį ieškodami naujų marketingo pritaikymo galimybių pasitelkiant informacines technologijas. Pradedama atsakyti tradicinių marketingo priemonių ir pereinama prie elektroninio marketingo.

Taigi, naujausi marketingo sprendimai iškyla kaip vienas iš svarbiausių organizacijos konkurencingumo bruožų. Kadangi nauji marketingo sprendimai darosi vis svarbesni, nes būtent jie lemia įmonės pranašumą verslo pasaulyje, organizacijų vadovai turėtų daugiau dėmesio skirti tokių sprendimų, kurie prisidėtų prie visos organizacijos veiklos produktyvumo, integracijai į įmonių veiklą.

Norint garantuoti organizacijos sėkmę, svarbu ieškoti naujų investicinių sprendimų, padedančių įmonėms sukurti individualizuotus ir diferencijuotus sąveikos su klientais būdus, užtikrinančius jų lojalumą, suteikiančius galimybę išlikti konkurencingoms rinkoje. Tokiems siekiams įgyvendinti vis dažniau pradedama naudoti dar gana naują inovatyvų integruotą marketingo sprendimų įrankį – socialinę mediją, kaip socialinius tinklus. Efektyvus šio integruoto marketingo komunikacijos pritaikymas verslo aplinkoje yra vienas iš didžiausių verslo konkurencinių pranašumų rinkoje, atveriantis naujas marketingo galimybes. Todėl daugėjant organizacijų, diegiančių socialinių tinklų marketingo sprendimus, tampa aktualu nagrinėti, analizuoti, tirti ir vertinti šias strategijas ir jų teikiamą naudą verslo organizacijoms.

Inovatyvių marketingo sprendimų panaudojimo galimybių nesuvokimas ir negebėjimas surasti argumentų pagrįsti socialinės medijos efektyvumą dažnai laiduoja per mažą aukščiausios įmonės valdymo grandies dėmesį naudojamoms socialinės medijos priemonėms ir per mažą socialinės medijos priemonių išnaudojimą marketingo tikslams įgyvendinti. Dėl to būtina suvokti socialinės medijos teikiamas galimybes verslui ir iširti socialinės medijos naudojimo atvejus bei jų aktualumą ir naudą verslo rezultatams.

Šio straipsnio tikslas – išanalizavus literatūros šaltinius inovatyvių marketingo sprendimų tematika, išgryninti šių sprendimų teikiamą naudą ir galimybes šiuolaikiniam verslui išlikti konkurencingam vykstant sparčiai technologijų kaitai ir globalizacijos procesui.

Pasirinkta darbo metodika – mokslinės literatūros analizė ir apibendrinimas – leidžia atskleisti inovatyvių marketingo sprendimų svarbą organizacijoms.

Straipsnyje nagrinėjama ir pristatoma mokslinės literatūros apie socialinių tinklų marketingą analizė, išgryninat „online“ marketingo esminius aspektus ir ypatumus, taip pat apibrėžiant socialinių tinklų koncepciją. Taip pat analizuojami ir pristatomi pagrindiniai socialinių tinklų organizacijai teikiami privalumai ir jų trūkumai. Straipsnio pabaigoje pristatomos tolesnės tyrimo sritys, kurios galėtų identifikuoti ir padėti taikyti socialinių tinklų marketingą kasdienėje organizacijos veikloje siekiant užsibrėžtų tikslų.

---

**Laura Uturytė-Vrubliauskienė.** PhD student of Social Sciences, Vilnius Gediminas Technical University, Faculty of Business Management, assistant of department of Finance Engineering and Department of Business Technology. Research interests: e-business solutions, e-business decisions affect business performance, company financial, investment decisions and management application. E-mail: vlaura@vgtu.lt

**Laura Uturytė-Vrubliauskienė** – Vilniaus Gedimino technikos universiteto Verslo vadybos fakulteto Finansų inžinerijos ir Verslo technologijų katedrų asistentė, socialinių mokslų doktorantė. Mokslinių tyrimų kryptys: elektroninio verslo sprendimai, elektroninio verslo sprendimų įtaką įmonės veiklos efektyvumui, įmonės finansinių, investicinių sprendimų taikymas ir valdymas. El. paštas: vlaura@vgtu.lt.

---

**Mantas Linkevičius.** A graduate student. Research interests: social media marketing, search and opportunities for application analysis. E-mail: mantas\_l@yahoo.com.

**Mantas Linkevičius** – rinkodaros magistrantas. Mokslinių tyrimų kryptys: rinkodara socialinėje medijoje, pritaikymo galimybių paieška ir analizė. El. paštas: mantas\_l@yahoo.com.