

IMPROVING THE SALES TECHNIQUE OF SMM-AGENCY SERVICES

*Е.Ю. Юзько, студентка группы 10508119 ФММП БНТУ,
научный руководитель – старший преподаватель М.В. Храцова*

Резюме – социальные сети – мощный маркетинговый инструмент. Они обеспечивают продажи и повышают лояльность клиентов, раскручивают и делают бренды более известными. В последнее время стали популярными SMM-агентства, которые делают рекламу в социальных сетях. В статье рассмотрены проблемы организации работы таких компаний, которые препятствуют успешным продажам услуг и представлены пути их решения.

Resume - social networks are a powerful marketing tool. It provides sales and increases customer loyalty, reveals and makes brands more well-known. Recently, SMM-agencies that create ads in social networks have become popular. The article considers the problems of organizing the work of such organizations that hinder successful sales of services and presents ways to solve them.

Introduction. There is an opinion that advertising is the engine of trade. Indeed, this is so. Even for a very high-quality product is difficult to become popular and achieve the maximum number of sales without any help. To achieve the desired effect, this process should be entrusted to professionals in their field. For these reasons, many entrepreneurs turn to SMM-agencies.

The main part. An SMM agency is an organization that provides services in the field of promotion in social networks [1]. The work of such an organization includes: working out the target audience and creating a strategy, developing a content plan, creating a visual concept, drawing templates for posts and stories, working with comments, setting up mailing lists and bots, launching targeted advertising, creating a "profile header", etc.

At first glance, advertising agencies should not have problems selling their services, as they successfully do it for their customers. But not every organization is able to determine the true needs of its customer [2]. It willingly talks about its services, shows cases, and, unfortunately, pays little attention to the "pains" of the client. Often, smm-agencies consider a new project as a career step: they seek to make a joint case, speak at a conference, "get" another client. However, this is the wrong position. In sales, you should focus not on your services, but on the customer's needs.

In situations where the customer knows exactly what he needs, the manager should carefully ask him about the details, as often such a transaction can be a serious mistake, which will affect both the advertised product or service, and the smm agency itself, since its reputation will be "undermined". This is due to the fact that the client's experience is limited, he is used to solving tasks in a certain way, and he is not familiar with other, more effective ones. Often, after thorough

questioning of the customer, it turns out that he needs to solve a completely different problem and the option that he offered earlier is not suitable. Another problem in the way of successful work of an advertising agency is an incorrectly constructed strategy for working with clients. There are 2 types of erroneous relations between the customer and the contractor:

- 1). The customer dictates to the agency what to do and how to do it;
- 2). The agency does not check with the client about the subtleties of the product or service, does not coordinate with him every step [2].

The first option is fraught with the fact that a "tasteless" product may appear on the Internet, which will not bring the desired result. Second – some specific features of the product may not be taken into account, which may cause the entire project to fail.

The optimal solution in this situation is to work together with the customer, find a common solution, clarify absolutely all the details of the product, clearly convey your thoughts to the client, the ability to prove your choice and defend your position.

Another common mistake is talking in different languages with the client. Not everyone knows what is coverage, virality, or bio [1]. They do not understand how the various services work and why they are needed. It is important to be able to explain in an accessible language what a particular service is, and why it should be used in the work.

It is also important to establish cooperation between employees: it is necessary to make sure that they work on the same task, do not shift responsibility to each other, and timely training and professional development play an important role, since social networks do not stand still, they are constantly developing. It is necessary to be always in the trend and use new tools at work.

Conclusion. Thus, to improve the work of an SMM agency and achieve high results, it is necessary, first of all, to correctly identify the needs of the client, collect the necessary information about its products, competitors and target audience, be able to convince and support their position, competently build relationships with the customer, find a common language with him, establish work between the employees of the organization and motivate them.

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