



Social Media Marketing as a Digital Economy Tool of the Services Market for the Population of the Republic of Tatarstan

S. Shabalina¹(✉), E. Shabalin¹, A. Kurbanova¹, A. Shigapova¹,
and R. Vanickova²

¹ Kazan Federal University Kazan, Kazan, Russia
sshabalina74@gmail.com, kurbanovaas84@gmail.com,
metallicana.metin@gmail.ru

² Institute of Technology and Business, České Budějovice, Czech Republic
vanickovaradka@gmail.com

Abstract. The authors analyze the popularity of social media as one of digital economy tools among users of the Republic of Tatarstan. It contains the comparative analysis on age categories of users and activity of respondents. The research purpose is analysis of social media and behavioral characteristics of their users for determination of weak spots of use of social networking sites for studying of the services market as a channel for obtaining tourist information and their elimination. The most popular social networking services are identified according to the number of hits. There are also defined key positions, on which potential clients plan their vacation and which have the greatest credibility. The conclusions on the increasing role of SMM in the service sector were drawn on the basis of respondent responses. The age categories of users and the most reliable information channels are determined. They are regarded by marketing specialists as effective distribution channels of products and, in particular, of any services, including tourist ones. Rapid information dissemination and its real tracking requires from suppliers more accelerated strategy in provision of information for clients and decrease in time for order processing, when there is shift of accent from advertizing and direct marketing to marketing of directions and sales in the Internet.

Keywords: Behavioral model · Digitalization · Marketing · Services market · Social media · Targeting

1 Introduction

Currently social media occupy a significant place in life of the majority of people. According to the statistics, 93% of Russians, who use the Internet, look through social media about three hours a day. It has been a long time since social media are not just a platform for communication. For users it is an additional source of information, a place of exchange of views, entertainment, work and inspiration. For some people it is their image.