

## Market SMM shuddered against bots

Market SMM shuddered against bots One of the main themes of RIF+KIB 2012 was the social media marketing. This year the discussions were not as serene as in previous years. In the center of the scandal, the social network Vkontakte. First year at industry conferences dedicated to business on the Internet discusses the question of what social media marketing is an effective tool for branding products and services in social networks a means to socialize with the audience or is it sheer quackery To the latest version but many are inclined to speak directly about it in the community as it is not accepted. After all SMM services are provided by, among others, and is quite esteemed in the market of the Agency and their customers often become well-known large companies. Under Social media marketing social media marketing SMM is commonly understood as a PR promotion through social networks, blogs, forums and similar Internet sites. However, almost every expert brings in this concept something different. A new round of discussion on SMM at RIF+KIB 2012, gave the speech Deputy General Director of Vkontakte Ilya Perekopsky. Perhaps for the first time the topic has reached the level of scandal and caused such a lively interest to a wide audience. The speaker outlined to the members section of SMM and fraud is not the rosy picture in the presentation with the speaker called SMM without Gogol referring listeners to the souls of the Dead. It is about them but rather about the bots in social networks and told Perekop. Bots - special programs simulating real users. Able to perform some actions create visibility of user activity on the Internet. In particular, social networks are used to cheat the number of branded groups. Perekopsky said that until SMM Agency felt quite at ease and able to deceive their clients cheap using bots instead of real audiences with which to work. The money saved just pililis dishonest managers. However, since 2011 the life of such agencies is much more complex - the largest social network of the Runet it is the main social media platform has introduced a number of measures for scrubbing the bots. In particular imposed a binding accounts to mobile phone numbers and banned the mass mailing of invitations to groups. A representative of Vkontakte provided a number of figures to prove the seriousness of the situation. So according to the social network until recently, the number of branded groups by more than half consisted of bots. These included 76% of participants in the group Rollton and 73% of community Bank Messenger. Foreign companies also fell for the bots. According to Perekop 59% of trained programs consisted of the Adidas group and its peak figure reached 90%. The group Coca-Cola was 37%

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