

## Providing SMM services, i.e.

Providing SMM services i.e. to promote product in online communities is conducted in three stages preparation implementation summing-up. During the preparation of the study is the promoted product of its positive and negative aspects of the features of the launch and existence in the market and much more. Subject to survey and existing Internet resources that represent the formal information about the product and its competitors. Then, the selected forums, groups in social networks which will continue to be the promotional campaign. We study their regulation including informal characteristic vocabulary and style of the discussions for the most organic placement positions with hidden advertising. Taking into account all data collected, created texts and plan their accommodation and offered to the customer campaign for approval. This stage takes about two weeks. The second stage usually lasts for months. The project could undergo changes compared with the approved first scenario. Due to the fact that the original data can be changed including by the client, for example update of information about the product which you need to consider then the original plan or amended or simply updated. There is a more serious amendment if the customer wishes to change the priority advertisements or the overall campaign. It happens when a long-term cooperation when it lasts for months and experienced performers can advance lay in the script the possibility of change. SMM services give the customer the desired effect only if they are really relevant so with a professional approach by taking into account any adjustments on his part and for this the contractor must be in constant contact with him. Also the customer at this stage periodically receives an interim report with an assessment of the situation. Summing up and preparation of the final report takes a few days. At this stage, the performers analyze the work done on the basis of qualitative and quantitative data show the results achieved. Also, the customer receives information about the detected in the course of the campaign the challenges are described the ways of promotion, and provides guidance on the subsequent use of SMM technologies. Source <http://java-company.ru> Comments prohibited. Copyright © 2005-2014 Copywriter Natalya Rozina

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