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Any activity of the brand or company in social networks should begin with the development of the strategy. Strategy is needed in order to start a pr company to clearly understand the purpose of time list of works and required budget. Social media monitoring Social media monitoring lets you know what they say about Your brand products and services in social networks and the blogosphere. Using monitoring to evaluate the effectiveness of the advertising companies conduct market research to monitor competitor activity. Viral marketing is a method of advertising in which the main disseminators of information are themselves recipients of information, i.e. Your potential customers. This kind of marketing is characterized by high speed of information dissemination in geometric progression close to due to the bright creative unusual ideas or using natural or confidential messages. Customer support on social networks is advising your clients on the company's platform in social media. As practice shows, well-built support for social networks allows you to entice customers to buy more often and spend more on goods and services of Your company.

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