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According to the experts of the personnel centre of UNITY in the capital today, the average sentence in single-industry companies is 40-60 thousand rubles a month. And in a special marketing PR and communication agencies organizations which provide professional SMM services for third party customers all spheres of activity of 80-100 thousand rubles. Facing these wages, some leaders wonder what to do to get the money Because part of employers SMM specialists are young people hanging out with the social networks Which network to catch Indeed, many SMM professionals are quite young, the average age of 23-27 years. It should be noted that employers prefer candidates to 30. Orientation age more likely connected with the fact that the specialist should not only communicate easily but also to understand your audience and share of people in this age group among active users of the networks is greatest. However, young does not mean inexperienced. According to recruiters, employers first need to pay attention to the theoretical training of candidates in the field of marketing. Because promotion should be preceded by a target audience analysis and selection of the corresponding social networks. Their range according to Oleg Volkov, marketing Manager of ABB manufacture power equipment and automation technologies is very wide and in addition sites for chatting and Dating Facebook.com Vkontakte.ru Odnoklassniki.ru Plus.google.com there are blogs and microblogs Twitter LiveJournal. In addition, one should not overlook live bands myanimelist database of knowledge Wikipedia websites for video sharing Smotri.com Youtube.com photos and file sharing networks of professional communities chats and forums folksonomy RSS. And it should be able to competently use. In other words, the channel selection of the promotion at random by someone's example, or even worse taking the only will spend both time and money. Therefore, the task SMM Manager to rank resources by thematic component the sex and age of participants, their interests and activity education and occupation.

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