

SOCIAL MEDIA AND ADVERTISING AS A MARKETING TOOL IN BUSINESS

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Abstract

This study follows qualitative approach and discusses behavior with respect to marketing through social media applications target companies X_1 and X_2 . We know, that in the world grows growth use of social media, and this study trying to determine the importance of social media compared to traditional methods in business. Also, this study focuses on information on thematic interview. To survey was take interview the company X_1 and X_2 . In an interview contained questions like, for example, if the company were present on social media, what methods are used, basically what sites they use and how they use them for commercial purposes. Study oriented only on social media and advertising. Companies' international and other activities are excluded in this research. As a conclusion, this study argues that social media and advertising are so important elements in modern marketing communication of the companies. Because, nowadays a social media is very effective tools to increase recognition of the company and attract the attention of its products. By using social media applications, companies are able to cover new and relatively large target groups in short term, than by using traditional marketing channels. Thus, we can say that it is not beneficial for both companies to count only on traditional sales and marketing methods. In order to become top marketing company, they will be find new ways to cover more demanding customers.

Keywords: Social Media, Advertising, Marketing, Consumer, Costumer

INTRODUCTION

Social media shows inexpensive instruments which are utilized to consolidate innovation and societal cooperation of the words usage and these instruments are normally web or portable based as YouTube, MySpace, Twitter, Facebook.

Also social media is among the favorable opportunities for connecting with potential consumers. Because this source win the trust of consumers at a higher grade. Marketers are accepting many various social media chances and performing another public programmes in a great deal. Selling with the companies that use social media became refined. The blowing up of social media is booming in maddening platform. So, marketers started to make use of social media with novelties to rule their promotion group with social media bussiness. We can distinguish two benefits of media which are essential to marketing, and benefits comprise (Neti, 2011: 3):

- Diminishing time of cost reduction;
- Increasing probability of income generation;

Societal media empowers organizations to:

- Divide own experiences and learning;
- Look in to the choice of buyers;
- Make possible to give a hand consumers;
- Engaged point of view by consumer thought.

By this way social media benefits comprise consciousness, brand reach, customer collaborations by referrals, exchanges, notoriety management. Social media's usage is developing at a galactic rate.

This study discusses the usage of social media and advertising like a tool in business and advantages and disadvantages of social media. Also, the main point of research was intended to determine if this type of marketing is regarded as effective when compared to traditional methods. Another objective is to understand social media as a primary marketing communication method and provide valuable insight for actual practitioners.

Purpose of Research

The purpose of the study is to clarify the advantages of social media and advertising as a marketing communications tool in business, and analyze their consequences on specified target

companies X_1 and X_2 . Another purpose of this research is to investigate how these companies use social media and advertising as a marketing tool in the Turkish market.

Also, this research endeavors to define the kinds of social media mostly used in Turkey and what opportunities and challenges the use of them in marketing gives rise to companies X_1 and X_2 . Last purpose of the study is to determine which key performance indicators companies use the effect of marketing activities through social media.

RESEARCH METHOD

This dissertation follows the qualitative approach, which evaluating company's attitudes and behaviour towards the marketing through social media. This analysis no illustrate statistical significance texts or concepts, it illustrate range of the meanings of the phenomenon. By applying a qualitative approach, this research analysed processes of two Turkish company's and seeking answers to the following questions:

What are social media and advertising use of companies X_1 and X_2 , and what are their effectiveness? How do they reach the target audience? What are the risks and dangers of these companies in social media marketing?

The purpose of the study was to clarify the advantages of social media and advertising as a marketing communications tool, and analyze their consequences on specified target companies, which are the two biggest companies in Turkey. Another purpose of this research was to investigate how these companies use social media and advertising as a marketing tool in the Turkish market. Also, this research endeavors to define the kinds of social media mostly used in Turkey and what opportunities and challenges the use of them in marketing gives rise to companies. Last purpose of the study was to determine which key performance indicators companies use the effect of marketing activities through social media.

Hypothesis

H₁. Social media and advertising is utilized as a marketing tool in business.

H₂. Social media and advertising is used to create brand awareness in business.

H₃. Social media and advertising is used to increase sales in business.

The principle information collection is put into practice by theme interview collected in August-September 2015. Moreover, to achieve more comprehensive description of the research, the auxiliary information includes statics, thesis, articles and reports from the social media field and advertising. Also, experimental data was collected by a personal interview with companies' managers, and through the company's web applications.

RESULTS

This study examines the actions and processes of two Turkish companies. In this work, was took interview from managers companies X_1 and X_2 wich was my experimental study approach. Interviews were anonymous, that they answer freely and without fear. Their opinions would be open for everyone. The aim of interview was to investigate the use of social media and advertising in business. Another word, the purpose of this interview clarify if the businesses were present on social media, what sites they used, and how they used them for business purposes.

In the interview included themes: Use of social media, Strategy, Consumers, Problem and Results. The interview structure consists of 5 sections and 25 questions. The result and analysis of the interview can be stated as follows:

The Result of Theme 1: Use of Social Media

Q: 1 (Question). Does your company use social media and advertising as a marketing tool?

A: 1 (Answer) The results of the theme 1 in the interview indicated that both companies X_1 and X_2 use the social media sites in businesses. The answer of the two companies are similar.

Q: 2. How long time your company use social media?

A: 2. Both companies using social media more than 2 years. The answers of the two companies are similar.

Q: 3. How important do you see social media for marketing?

A: 3. Both companies answer, that social media are quite very important in marketing. The answers of the two companies are similar.

Q: 4. What encouraged you to use social media?

A: 4. The reasons explaining the choice of the two companies to use social media are: the introduction and sale of products, the company image, the promotion, the communication with customers and the reception of requests, complaints. The answers of the two companies are similar.

Q: 5. What is the purpose your company use social media in marketing?

A: 5. Social media and advertisement are used by these companies to reach increase sales, find new customers and to improve relation with customers. The answers of the two companies are similar here, too.

Looking at the answers proposed, social media and advertisement play an important role and represent one of the most effective tools for both companies. Social media and advertisement are used to reach the same kind of purpose. Likewise, it was discovered that the

main characteristics of X_1 and X_2 companies are their ability to touch a large number of audience and to persuade consumers to buy products are same.

Traditional marketing was accomplished through advertising, referrals or direct marketing. However, these methods were expensive, time-consuming and ineffective. The advent of internet and social media changed strategy of many companies.

The Result of Theme 2: Strategy

Q: 6. What methods do you use to engage the audience?

A: 6. To this question the two companies' answers were almost identical. Both companies have methods to engage audience: discounts and one-to-one communication with customers. They also provide information about fashion and categorize product regarding to specific audiences. The answers of the two companies are similar.

Q: 7. What methods of social media have been the most effective at your company?

A: 7. The answer of two companies was different. Company X_1 answered that they use Facebook, Twitter, Youtube, Pinterest, LinkedIn, Blogs, E-mail, Website, Instagram, Google+, Vimeo etc. As for company X_2 , they use only Facebook, Twitter and Instagram.

Q: 8. How often your company use a social media?

A: 8. Both companies use social media a once every day. The answer of the two companies are similar.

Q: 9. What measures do you follow in your activities?

A: 9. Both companies answered the same answer, that both companies have taken measures such as, the number of visits, number of comments, number of fans and subscribers. But, X_1 company response adds, that they are also followed by other websites and blogs that make references to the company.

Q: 10. Does your company have a marketing strategy in social media? How do you identify what strategies are work and not work?

A: 10. Both companies have the same marketing strategy in social media. The first is price communication strategy. The second is the strategy of spreading information about trend. The answers of the two companies are similar.

Regarding to the theme 2, it can be said, that both companies have similar marketing strategy in social media. The main difference between two companies is the frequency use of social media. The company X_1 uses actively the social media tools than company X_2 .

The companies involved in the research study made it clear that the social media changed their strategies. In fact new practices of selling in social media engage totally the consumer than the traditional form of selling. Also, in theme 2 the popularity of communication

channels of social media was measured. The company X_1 answered that the popular communication channels used by them were Facebook, Twitter, Pinterest, Google+, Vimeo etc. The company X_2 answered that they use generally Facebook, Twitter and Instagram. In this social media channels, consumers can directly communicate their feelings and opinions to a large audience of their own.

The Result of Theme 3: Consumers

Q: 11. Consumers are more responsive to messages in social media versus traditional communications.

A: 1. Both companies answer that, consumers are more responsive to messages of social media than traditional communications. The answers of the two companies are similar.

Q: 12. Are you listening customer conversations that aren't about your brand, competitors?

A: 12. For this question, X_1 answered that they listen the customer discussing about competitors and their brands. However, X_2 responded that they follow customer's conversations only sometimes.

Q: 13. Are you listening a comment about your competitors?

A: 13. Both companies have the same answer. X_1 and X_2 following comments about their competitors.

Q: 14. Do you addressed to specific audience when you market your products in different social media?

A: 14. Both companies address their products to specific and wide audiences.

Q: 15. Social media eliminate intermediaries and reach consumers.

A: 15. Both companies agree that social media the best approach to reach consumers. The answer of the two companies is similar.

In both companies, social media context is allow to identify and build relationship with key consumers. In order to achieve the desired business objectives, both companies have online digital media managers. They are working on increasing the consumer's trust. They make decisions in order to address consumer concerns and to develop a proportional response.

Also, for example some companies can help each other. If two companies follow one another, the clients and customers following one company might be encouraged to follow the other one. Actually engaging someone in conversation is the best way to advertise and promote your brand in social media.

The Result of Theme 4: Problem

Q: 16. Is it difficult use social media as a marketing tool?

A: 16. For this question the companies responded differently. X_1 answered “not difficult” and X_2 responded that “quite difficult” to use social media as marketing.

Q: 17. What is difficulty in marketing?

A: 17. To this question the two companies’ answer was almost identical. For both companies difficulties in marketing are: instant communication, instant feedback, crisis management and online agenda.

Q: 18. Do you think that social media marketing is dangerous?

A: 18. Both companies answered, “Quite dangerous”.

Q: 19. What kind of the risks or dangers do you see in the social media?

A: 19. Here, both companies answered that there are some risks and dangers in advertising and marketing in social media. For example, to give late feedbacks, show vulnerable brand and spread wrong messages.

Q: 20. Can you tell me about some problems relation with social media?

A: 20. The answer both companies was, that they all face the customers’ complaints about the design.

According to the answers delivered above, both companies have similarities except question 16.

The Result of Theme 5: Result

A: 21. Have your company benefit from using social media and advertising in some way? How?

A: 21. To this question two companies answer was almost identical. The benefices were: to expand our target audience; increase brand awareness; increase brand image and sales; as well as and reaching the customers with more information about the product.

Q: 22. What experience have you gained using in social media applications?

A: 22. The experiences gained by both companies in social media are: crisis management; the importance of following customers online; and the importance of keeping good relationship with customers.

Q: 23 How do you see the future of social media and advertising in marketing?

A: 23. Both companies to the question responded that, communication with customers can be increased through social media. Social media can increase as a marketing tool. Therefore, firms can then increase the budget for advertising and social media to be effective.

Q: 24. Companies are using social media more and more and do you think this trend will continue? What is the next thing?

A: 24. Both companies responded that “In the future, it is expected diversification of video content”.

Q: 25. Is there anything else you’d like to add?

A: 25. At the end of the study, both companies said that there was nothing to add.

The results of research indicated that companies X_1 and X_2 active use social media and advertising. Furthermore, companies view social media platforms as a long term investments and, invest time and resources to develop and sustain them. Today, many of the messages these companies are designed to influence audiences physically, cognitively, or emotionally.

For example, the company X_1 utilizes social media to invent image, learn and explore targeted consumers. And one more quite significant reason - social media system does not require astronomical budget, comparing with traditional media, that is often cost-prohibitive to many companies. But, social media network platform, which are popular in Turkey, is not essentially popular with other countries. Managers of X_1 very clearly emphasize, that they should be where the clients are.

Also X_1 accentuate that the feedback become an essential part of what has made them successful. Each time you make a sale, you have a chance to learn something either positive or negative from your client. Customer's point of view can correct deficiencies and lead you to new products and services and also, it can be a vital instrument in choice making. Your choices can be established on the commercial center.

Also, in interview found that company X_2 uses social media as marketing tool and they are have developed own websites. Via own websites they allow consumers to review products provide consumers with a means for communicating with the company. Also, was found, that X_2 active uses social media tools like Facebook, Twitter, Instagram and similar social media. X_2 used a social media and traditional media.

X_2 compared with X_1 less use social media as a marketing tool. As a result, our study found some differences between the X_1 and X_2 , this details will be included in the compare analysis. In result was found, that today very important platforms in business are Facebook, Twitter, Pinterest, Instagram, Google + etc. They contribute to improve and increase marketing campaigns.

Comparison of X_1 and X_2 Companies in Social Media

It is comparative table of one week of companies X_1 and X_2 on internet. These comments were obtained at 30.08.2015 from social media. In the results of this research was found that people discuss about products and brands on social media and post reviews of products frequently.

How we see, the traffic page of Facebook of the X_1 company increasing steadily every day. In the table X_1 company announced that on Facebook 789.078 total pages liking, 18.206 people talking about this and, 15.533 like new page in August 2015. According of company X_1 data, they are use Facebook and other social media tools every day.

Also, the Twitter page of X_1 company shows that, have 3.14 tweets, 7.777 follower, 25 favorite; In Instagram 1.332 submit, 25.3k follower; In Pinterest 635 pin, 0 total pages liking, 138 follower; In Youtube 238 subscriber, 79.513 visualization.

In these tables, we see that, most followers X_1 company uses Facebook and after that Twitter, Instagram, Pinterest and Youtube. X_1 claims, that you cannot just expect that things happened, you have to be active.

Table 1 : X_1 Company In The Social Media

Facebook	Twitter	Instagram
789.078 Total pages liking	3.14 Tweets	1.332 Submit
18.206 People talking about this	7.777 Follower	25.3k Follower
15.533 Like new page	25 Favorite	
Pinterest	Youtube	
635 Pin	238 Subscriber (abone)	
0 Total pages liking	79.513 Visualization	
138 Follower		

Table 2: X_2 Company in the Social Media

Facebook	Twitter	Instagram
298.833 Total pages liking	1.336 Tweets	496 Submit
6.577 People talking about this	4.373 Follower	5.827 Follower
2.386 Like new page	19 Favorite	

Also, in this table shows digital data of the company X_2 . The table of X_2 company shows, on the page Facebook 298.833 total pages liking, 6.577 people talking about this, and 2.386 like new page. Also, the Twitter page of company X_2 shows that have 1.336 tweets, 4.373 follower, 19 favorite; In Instagram 496 submit and 5.827 follower.

Facebook is at first place again. After that there are Twitter and Instagram. X_2 company uses another social media too, but mostly uses Facebook, Twitter and Instagram.

In result, in this table compare details show, that X_1 company and their followers more active in social media than X_2 company. Also, in both companies social media contexts is the important and build relationships with key consumers in the business network or target market. Also, people discuss their products and brands on social media and post good or bad reviews about product. The number of the age participants that involve in the social media generally young people, said managers both companies. Managers both companies says, that social media has changed the ways interact with customers, also, emphasized that, don't forget about importance traditional media too.

Looking at recent years, especially in 2015, the approach to marketing strategy expected improve. For example (Özkan vd, 2015: 204; Kawasaki vd, 2015: 170-171):

- Marketing will now focus not in the direction towards the media, it will direction to the consumer;
- Instead global marketing, focus will be to individual marketing;
- Mobile compatible video ads will be more important (Özgüven, 2013: 71);
- Social media marketing in addition to Facebook and Twitter, will ahead sites like Snapchat, Pinterest;
- Consumers can to interact with brands using various platforms and devices, that to skillfully combine online and offline activities;
- Today and at the future you can see not only professionals and a human face at the brand.

This message was not intended to open the obvious thing, but to draw the attention of brands on the changes that occur in digital marketing. In conclusion we must say that, social media network has a lot of benefit in terms of marketing to the public through promotion and advertising. In this study work, was found that, advertisement and social media marketing helps companies to increase sales. This is because that online market is a great method to persuade a lot of people to buy their product.

SWOT ANALYSIS

SWOT analysis is a structural planning method. It is used to give the strengths, weaknesses, opportunities an evaluation and threats involved in a project or in a business. In other words, it determines the purposes of business or project. About this method a lot said and investigated.

In this section, we turn right to the analysis of companies X_1 and X_2 . Specifically discusses strengths and weaknesses, opportunities and threats of these companies cause of the use of social media and advertising. Through this analysis we learn factors which may affect their ability to introduce a new product through social media and advertising.

Table 3: SWOT Analysis

Strength	Weaknesses
<ul style="list-style-type: none"> • The companies have an upgrading social media brand pages • A large numbers of fans and followers • Good relationship with customers • Have more than thousand active users • Understand the users' needs and desires. 	<ul style="list-style-type: none"> • Failing to respond to negative feedback • Don't get interest in customers via some video media tools face like skype • The image of company is spoilt by the complaints of customers. • This situation can weaken the position of the company in the market.
Opportunities	Threats
<ul style="list-style-type: none"> • Rise in the number of internet users • Integration with many consumers • Latest social media platforms and trends • Good technology and facilitating sales. 	<ul style="list-style-type: none"> • Getting negative comments • A lot of opinions against the social sites • Too many competitors • Privacy issues like identity theft.

Concerning the **strengths** of the companies X_1 and X_2 :

- The companies have an upgrading social media brand pages
- A large numbers of fans and followers
- Good relationship with customers
- Have more than thousand active users
- Understand the users' needs and desires

Another strength might include highly competent personnel, which can creative thinking implement for quality improvement company through social media and advertising.

After that, **weaknesses** of companies discovered are as follows:

- Failing to respond to negative feedback
- Don't get interest in customers via some video media tools face like skype
- The image of company is spoilt by the complaints of customers. This situation can weaken the company's position in the market

Weaknesses of companies can take into account the lack of clients, along with the loss of a partner or major backer. Companies must be worried about where their weak are in terms of talent as well. For example, if in company don't have a strong graphic designer, or manager of social media and advertising marketing this is weakness.

Other common weaknesses include poor use of social media and advertising, insufficient management training in the department social media marketing that limits collaboration with other consumers and companies or organizations. This situation can

negatively affect financial performance of companies, or increase costs and lower image of companies.

Opportunities of companies discovered are as follows:

- Integration with many consumers;
- Social media platforms and direction;
- Growth of internet users;
- Good technology facilitating sales

X₁ and X₂ are one of companies that successful use social media and advertising to improve marketing processes and have lower costs and higher – quality product care.

Also, all businesses have some inherent threats. In the threats section, companies' performances are negatively affected by common threats that are:

- Having so many competitors;
- Negative comments;
- A lot of opinions against social sites;
- Aggressive team of competitors;
- Identity theft.

The analysis of possible treats should include negative comments, complaints, and competition. The mere existence of other agencies is not a threat in itself, but if somebody is doing what you do in the same market segment, that can be a danger.

As we see the result of SWOT analysis is a useful technique for understanding the companies' strengths and weaknesses, and for identifying both the opportunities open to companies and the threats you face. What makes SWOT particularly intense is that, it can help to companies to reveal opportunities that they are well placed to exploit social media for development. And by knowing the weaknesses of business, companies can manage and try to avoid the unexpected threats. And then using the SWOT structure, the companies can start to create a strategy that helps to distinguish company from competitors.

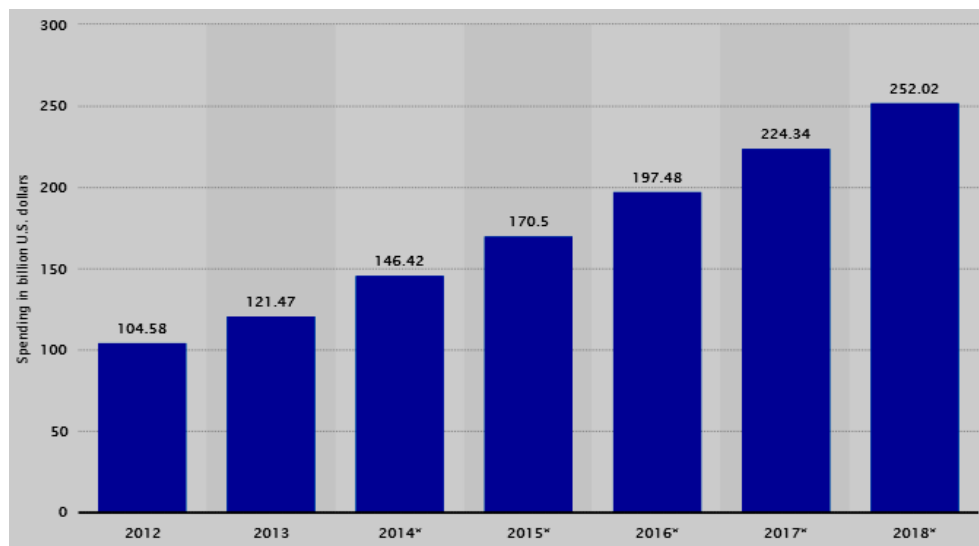
FUTURE OF SOCIAL MEDIA AND DIGITAL ADVERTISING

Today, on the Internet or in social media, you can sell or advertise. And it is easier than in the past. If we recall the past, the advertising has been for a long time. At that time advertising occupied much space in newspapers or magazines, you had to have a budget, advertising mouth to mouth etc. But today, Internet free for all people and you can do quickly and efficiently

all things. Today, we cannot even imagine the Internet without adverts. Very rarely find Internet sites without promotional photo or video.

Specific features of today's digital media are the speed, free, a lot of spectators and offer a lot of opportunities. And these features of digital media enough for the purpose of advertisers. Until today's advertising market we did not see a huge evolution of consumer information. The digital revolution has changed the traditional advertising trends. The power of the Internet still continues to surprise us, and is not even clear what awaits us in the future. But despite this, we offer information at the bottom of the statistical center statista spending worldwide in 2012 and 2018.

Figure 1 : Digital Advertising Spending Worldwide from 2012 to 2018



Resource: Digital Advertising Spending Worldwide from 2012 to 2018

Available: <http://www.statista.com/statistics/237974/online-advertising-spending-worldwide/> [12 Dec 2015].

In this figure, according to the statistical center article presents data on the global cost of digital advertising billion U.S. dollars. In this figure we see the cost of advertising in 2012 and 2013. In statista information and forecasts global digital ad spending by 2018 will reach 252.02 billion US dollars (Statista, 2015). That is, this figure can be said, and that digital signage will continue developing and expenses on advertising also will be more and more.

We know that, on the Internet or social networks a lot of commercials. Some people are attracted to these advertisements, and some do not. But in fact the statistics at the top of the digital advertising or use of the Internet and social networking is only to benefit marketers.

Also, digital media investments in Turkey, cutting speed continues to rise. Last year, for the first time in terms of market share and size of newspapers and magazines was one of the fastest growing digital advertising media in the first half of 2015.

CONCLUSION

During the research of this work many companies were not prepared to participate in the research. This situation had been the most serious problem and limitation in the study. This was due to the company's confidentiality. So, in this reserach the companies X_1 and X_2 was chosen, which gave us permission to research. An important reason for choice of these companies was their popularity in Turkey, which use social media for their business development.

This study takes purely marketing approach to this subject, but technical solutions and the accurate business performance results are not tried to measure. The aim of research was intended to determine if this type of marketing is regarded as effective when compared to traditional methods.

The actions and processes of two Turkish companies X_1 and X_2 were examined in this research work. In the result interview was understood that traditional marketing efforts aren't enough nowadays. Because we live in the century of technology, and both companies like other companies in the world are competing to attract and get more client or potential customers to buy or purchase their product. Both companies use social media as a public relations tool – to disseminate advertising, information about their brands and products. Also, the results of two companies are similar. For example:

- The reasons explaining the choice of the two companies which use social media are: the introduction and sale of products, the company's image, the promotion, the communication with customers and the reception of requests, complaints;
- Both companies have methods to engage audience, for example: discounts and face to face communication with customers. They also provide information about fashion and categorize product regarding to specific audience;
- X_1 use webs like Facebook, Twitter, Youtube, Pinterest, Linkedin, Blogs, E-mail, Website, Instagram, Google+, Vimeo etc. As for X_2 , they use only Facebook, Twitter and Instagram;
- Both companies use social media once every day;
- For both companies difficulties in marketing are: instant communication, instant feedback, crisis management and following the online agenda;

- Both companies have the same marketing strategy in social media. The first is the price of communication strategy. The second is the strategy of spreading information about the trend;
- Both companies answered that there are some risks and dangers in advertising and marketing in social media. For example, giving late feedbacks, showing vulnerable brands and spreading wrong messages;
- Both companies think that, communication with customers can be increased through social media. Social media can increase as a marketing tool. Therefore, firms can then increase the budget for advertising and social media in order to be effective;
- Both companies responded that in the future, they expect diversification of video content.

Looking at the answers proposed, social media and advertisement play an important role and represent one of the most effective tools for both companies. Social media and advertisement are used to reach the same kind of purpose. Likewise, was discovered that the main characteristics of X_1 and X_2 companies are their ability to communicate a large number of audience and to persuade consumers to buy products. Traditional marketing was accomplished through advertising, referrals or direct marketing. However, these methods were expensive, time-consuming and ineffective. The advent of internet and social media help companies how to do business.

The main difference between these two companies is in the frequently usage of social media. X_1 uses actively the social media tools to do its marketing than X_2 . The companies which are involved in the research study made it clear that the social media changed their strategies. In fact new practices of selling in social media engaged totally the consumer than the traditional form of selling.

In both companies, social media are allowed to identify and build relationships with key consumers. In order to achieve the desired business objectives, both companies have online digital media managers. They work on increasing the consumer's trust. They make decisions in order to address consumer concerns and to develop a proportional response.

In this study main goal of the interview was to understand about main role and benefit of social media networks in the development of business. This research helped me to understand actuality of social media marketing, also to know which way is better in reaching customer for a new or old product. In this research, was found that, advertisement and social media marketing help companies to increase sales.

The further research can aim to examine social media usage of more companies in Turkey and compare the biggest local companies with the international brand companies in the

same sector, to find out how the giants make the many of these opportunities, to see how they use Facebook, Twitter, Pinterest and Google+. Analyzing social media, it can be found how international companies make use of Instagram, Facebook, Twitter, Youtube as a marketing tool to increase sales and to reach to the target audience and other social media tools pinpointing where they excel and how the local companies could improve their social media activities.

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