

IMPROVING NETWORK MARKETING RESEARCH

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Abstract: *This article provides an opportunity for companies to attract and serve customers through online platforms. The purpose of Setevoy marketing research is to analyze where customers come from in the online era, to learn about their online wants and needs, to implement better advertising strategies, and to offer pleasant services to customers.*

Keywords: *Network marketing, direct selling industry, health, social business, enterprise activity.*

The basis of marketing is the development of a product production program, market research, establishing communications, organizing product delivery, organizing pricing service, etc.

Both sellers and buyers deal with marketing.

A seller's market is a differentiated market where sellers have more power and where buyers are the most active "players" of the market. A buyer's market is basically a saturated market where the buyer has more power and sellers are the most active market players.

Market research from two positions:

- position of specific features of its requirements;
- its volume is based on the degree of saturation, the state of competition, the possibility of the appearance of similar analogue goods and substitute goods.

Product targeted marketing. It is used when the activity of the enterprise is directed to the creation of a new product or to the improvement of the existing one.

Marketing aimed at the consumer is used in cases where the company's activity is directed to meeting the requirements arising from the market.

In this case, the main task of marketing is to study potential requirements, to search for market "slits". It is advisable to use both types of marketing at the same time for the economic activity of an industrial enterprise. This is why the combined marketing activity is called integrated marketing.

A marketing system is a precise combination of marketing parts to achieve set goals and meet target market demand. Content combines four main parts - product or service, distribution (sale, transfer, prices).

When receiving goods and services, it is necessary to determine the quality level, the sales volume, the innovative level of the company, the state of measurement, the scope and duration of research, and the time to stop selling the existing product.

Networkmarketing research is research that involves the practice of obtaining, analyzing, and developing marketing strategies against companies using the internet and social media to market their products or services.

Networkmarketing research, helps companies strengthen relationships, stay in constant contact with customers and respond fully to their requests and requirements. Through these studies, companies can determine how to use the Internet and social networks to market their services or products, and how to develop advertising strategies.

Networkmarketing research, study of advertising campaigns on the Internet, analysis of information received by customers, interactive communication with customers and help to develop new marketing strategies according to their requirements and wishes.

These researches are very important for the companies as they help in developing the most effective advertising and marketing strategies for the companies. Networkwith the help of marketing research, companies can collect information about the use of the Internet and social networks in selling their services or products, analyze them and determine the main directions for other marketing activities. This will help companies develop effective marketing strategies and strengthen their relationships with customers.

The importance of network marketing is increasing due to the increasing level of internet usage in our daily lives. This method is an effective tool for the centers to present their services and products to millions of people, to spread the news easily and quickly, and to have a friendly relationship with the customers.

Basic Components of Network Marketing:

1. On-Site Optimization (SEO): Getting your site ranked high by optimizing your site for search engines.

2. Advertising (PPC): Attracting customers to the site of the advertising organizations through paid advertising.

3. Social Network Marketing (SMM): Advertising a company or brand through social networks, attracting customers and maintaining friendly relations with them.

4. Email Marketing: Email messaging for paying customer relationships, leads, and promotions.

5. SMM (Creating content to attract customers to the site): Attracting customers by creating acceptable and useful content on your site.

6. Analytics and Monitoring: Collect data, use statistics and monitoring tools to ensure the results of your site and the effectiveness of marketing campaigns.

Network marketing offers the following advantages:

- Ability to attract a wide range of circulation objects.
- Communicate effectively with customers through technology.
- Ability to monitor and change results.

- Give special voice to customers and interact with them interactively.

Every organization should be structured to learn, fully integrate and effectively use network marketing. Setevoy requires a continuous process of effective marketing management, learning and development.

In conclusion, it can be said that effective network marketing campaigns provide companies with the ability to attract a wide range of circulation objects, effectively communicate with customers through technology, and monitor and change results. This method allows customers to give a special voice and interact with them.

In every sphere of society, online presence and the system of network marketing can be seen as an effective tool that is changing our lives and opening up new opportunities. Companies investing in network marketing and preparing to effectively manage this method will allow them to expand their success and grow.

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