



## ENTREPRENEURSHIP AND SUSTAINABILITY ISSUES

ISSN 2345-0282 (online) <http://jssidoi.org/jesi/aims-and-scope-of-research/>

### ICT AND ENTREPRENEURSHIP: SOCIAL NETWORK MARKETING

**Margarita Išoraitė**

*The University of Applied Sciences  
Didlaukio str. 49, LT-08303 Vilnius, Lithuania*

*E-mail: misoraite@gmail.com*

*Received 15 June 2014; accepted 10 August 2014*

**Abstract.** The article takes ICT impact on entrepreneurship by putting emphasis on theoretical aspects of social network, social network marketing and social marketing strategy. The social network has opened a whole New World of opportunity for even the smallest home-based business owner. There are countless numbers of new self-made millionaires that achieved their newfound success on the Internet. They started their Internet businesses from the scratches, found a niche and built their success. Developing a successful social network marketing strategy is an essential part of online success and one of preconditions of successful entrepreneurship. In order to succeed, you must develop and implement a strategic plan that includes all of the following constituents: a great product, a website specifically designed to sell, a good marketing strategy. The paper provides overview of contemporary practices of suggest generalizations.

**Keywords:** ICT, entrepreneurship, social network, marketing, social network marketing

**Reference** to this paper should be made as follows: Išoraitė, M. 2014. ICT and entrepreneurship: social network marketing, *Entrepreneurship and Sustainability Issues* 2(1): 19–29.  
DOI: [http://dx.doi.org/10.9770/jesi.2014.2.1\(3\)](http://dx.doi.org/10.9770/jesi.2014.2.1(3))

**JEL Classifications:** M31, M37

### 1. Introduction

ICT has become integral part of vast majority of contemporary entrepreneurial businesses. Sustainable entrepreneurship requires to adopt the whole range approaches towards doing business in ICT era, in order to keep its long-term viability (De Alencar, Almeida 2013; Baikovs, Zariņš 2013; Laužikas, Mokšėckienė 2013; Moskvina 2013; Wahl, Prause 2013; Raišienė, Jonušauskas 2013; Garškaitė-Milvydienė 2014; Litvaj, Poniščiaková 2014; Figurska 2014; Wahl 2014; Išoraitė *et al.* 2014; Prause, Hunke 2014, Tvaronavičienė 2014; Dzemyda, Raudeliūnienė 2014). Social network marketing became integral part of ICT application. Marketing solutions, e.g. for the world's most popular social network Facebook is still quite a big secret adherents of traditional marketing. However, a variety of opinions and assessments loose, so we decided to ask the people's thoughts untrue. Social networking has been very easy to start. This was a new toy, which existed in the possibility of reducing the distance between distant people to communicate with loved ones, find new contacts and share a range of interesting material. If the first social networks mainly attracted young people today use Facebook and middle-aged agents, senior audience, our parents, and sometimes grandparents. Companies of all sizes have realized that social networking has enormous potential because there today who can agree on the seventh of the world population. The growing popularity of social networks has proven many myths that are incorrectly treated the basic principles of social network marketing. The task of this article is to evaluate social

network marketing theoretical aspects. The object of article – social network. Research methods used in article is literature analysis, statistical data analysis.

## 2. Social network concept

Social networking websites are online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging, and discussion groups. Facebook, LinkedIn and MySpace are currently the most popular and well-known social networks in the world. The Social Network (sociology) - social structure consisting of individuals (or organizations) called "points" (called "node", ~ s), which is closely related to one or more peer relationships, such as friendship, kinship, economic relations, liking or dislike, sexual relationships, faith (religion), education, hobbies, social status. The Social Network (Internet) - an interactive structure of the Internet (website) brings together a common interest in having members of the group, which is, and which specific site content and interact with each other virtually, automated means of a specific site. Social (Internet) networks - recently actively developing part of the Internet, which can be attributed to both simple discussion forums, and the complex social and (or) commercial web projects.

Social networks - is to bring together a network willing to interact with other people, to gather and share information, grouping. Social networks can connect to a variety of topics, or groups can create them yourself. More and more Internet users across Lithuania use social networks, but the medium is still not well explored in online marketing companies. Social networks are used not only to communicate with friends, but increasingly they are used in the business. Social networks are no longer entirely new, but have been rapidly evolving in their number, form and complexity. They are new and also different to "offline network" (Drucker 1993; Achrol and Kotler 1999). Drucker (1993) described the economy of the future (or new economy) as a "network society". According Rashad Yazdanifard *et al.* (2011) the internet has radically brought the media to a global audience and it has changed the way people think, behave, react, earn and do their businesses. The methods of marketing have changed and improved gradually over the past years. In today's world, marketing has become much more sophisticated and has entered into the world of technology. Kathryn A. Andresen (2011) argue, that marketing through social networks: business considerations - from brand to privacy use of private information without express consent. Social networks created a new pool of potential customers through the sheer volume of users that voluntarily created accounts. In addition, the true social networks like Facebook, MySpace, and LinkedIn also created access points likely to be viewed frequently by users. In a 2010 survey, social network sites accounted for twelve percent of all online use.

Social networking sites also require businesses to consider issues related to security, privacy, terms of use, employee policies, and brand or other intellectual property protection. However, in addition to the concerns associated with social networks, companies have also recognized new market. Douglas (2008) state that Social marketing uses the principles and processes of commercial marketing, but not with the aim of selling products and services. Rather, the goal is to design and implement programs to promote socially beneficial behavior change. In recent years the Internet has emerged with surprisingly new possibilities for Marketers to sell their goods. The creation of social networking and microblogging sites such as MySpace, Facebook and Twitter, which allow social interaction and creation of virtual communities and hence generate a wider audience for targeting specific customer segments is one of the newest innovations in the use of the Internet and web technologies (Lemel 2010). As state Failte Ireland, National Tourism Development Authority (2012) the social networking sites such as Facebook, Twitter, MySpace, and YouTube allow them to serve nicely to the various marketing purposes and strategies. Firstly they offer cost effective means of sharing information and marketing through word of mouth and secondly they generate a large amount of data shared by millions of members everyday which is later scrutinized by the marketing forces to target their customers and improve their products and services.

**Twitter.** Twitter is the answer to the question 'what are you doing now'. It allows you to create a text like message of up to 140 characters through a PC or on your phone and send it to your followers. It's a mix of

business and social. You could be at home communicating what you are doing or in work. It can be a very useful tool to market your message to a lot of people at the same time very quickly. It can also be used to find out if people are actively looking for your services.

**LinkedIn.** LinkedIn is a business networking tool with over 150 million users worldwide and over 66% of them are considered influencers or decision makers. You create your personal profile (similar to a CV) on the site and then network with other people. One big advantage with LinkedIn is that when you connect with someone through the site they become part of your network and you are made aware of who is in their network. This can be a very powerful way of getting warm leads.

**Facebook.** Facebook is a social network with over 800 million users and is ideal for companies in the tourism industry to promote their business. You can create a personal profile to connect with your friends and a business page to connect with your customers. By marketing through your business page you can communicate directly to your fans of that page.

**Google+.** Google+ is a business social network developed by Google. It's relatively new but it's growing quite fast. You can have a personal and a business profile similar to Facebook but at the moment its' more suitable for business networking.

**Blogging.** A blog is basically a set of online articles normally displayed through your website. When you write an article you want people to read this content and share it out. If this doesn't happen it can still be very advantageous to keep a blog because it gives Google extra pages to index.

**Social Bookmarking.** A bookmark is a way of keeping track of sites you went to before that you might want to go back to. Social bookmarking allows you to share out the information on the sites you have bookmarked to your friends and of course they can do the same.

**Podcasting.** A podcast is a series of files, in either an audio and/or video format that can be downloaded and listened to or viewed at a later stage. For example, a radio station could produce a podcast of a show they run so that people that missed the show can come to their website and download it to listen to it at their leisure.

**Table 1.** Social Networks

<b>Facebook</b>	<b>Twitter</b>
<b>Plaxo</b>	<b>Netlog</b>
<b>Xing</b>	<b>Badoo</b>
<b>Jhoos</b>	<b>Orkut</b>
<b>Myspace</b>	<b>Youtube</b>
<b>Hi5</b>	<b>Linkedin</b>
<b>CyWorld</b>	<b>Friendster</b>
<b>Google+</b>	<b>Wikipedia</b>

*Source:* author

**Video.** There are many online video sites that can be used to market your business. Video can be a very effective tool and as Google really likes video it is more likely to appear in search results. YouTube is the biggest video sharing site and is also one of the biggest search engines as so many people search for content through YouTube. Çam, İşbulan (2012) stated, that social networks appear to be the most ideal environments in that they are constantly updateable, open to multithreading and give an opportunity to virtual sharing. According to Downes (2005), social networks are the conjunction of personal ties which are combined by the set of relations. People can express their daily thoughts, discuss over these thoughts and come up with new ideas on social networks. Also, they can share various photographs and videos in addition to their personal details, look for job –even, they

can find one–, and they experience the real world within the virtual environment. This, day by day, draws all the attention to this field and forms a new conceptual frame for the renewed virtual world. A good number of social communication networks have nowadays emerged (Table 1).

Numerous social communication networks have today arisen as is seen in Table 1. The reason as to why these networks have come into being is due to the fact that the internet users have been in search of new things. This search, during the time when social networks have become widespread, becomes a social habit which will day by day turn into a social network addiction.

### **3. Social network marketing**

Waad Assaad, Jorge Marx Gómez (2011) argue, that marketing is the process, which is used to determine what products or services can be of interest to customer. Social networks help in improving the marketing of organizations to new insights about the brand, which offers innovative ways to implement the basic marketing programs, as well as new methods to win in online discussions of important business. So they can use these new opportunities, they need the tools that their companies can monitor conversations across the Internet effectively and participate. The goal is to link the success of activities in social networks with marketing programs and processes.

Marketing is becoming more significant for consumers and organisations that are actively involved in all kind of e-commerce activities. The use of social networks marketing does not only help to manage customer relationships, but also attracts valuable employees and investors into a business (Palemo 2008). Online social networks marketing has overhauled the traditional forms of marketing in such a way that millions of prospective buyers can be reached globally within a minute. Online SNM also allows small companies to market and advertise in a difficult market (Chipp, Ismail 2004).

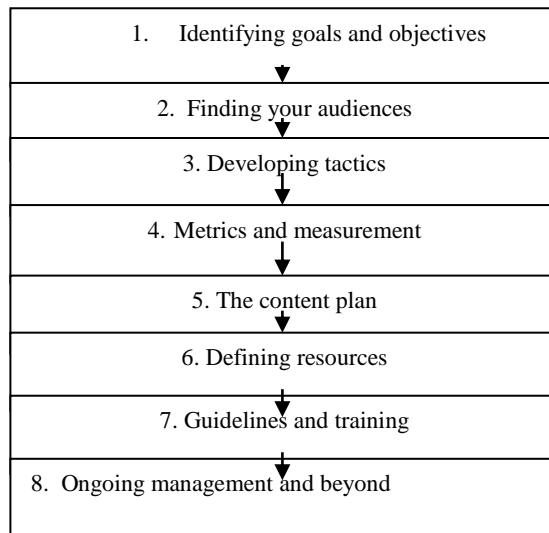
Microsoft Dynamics, CRM (2009) argue, that social networking provides marketing organizations with new insights into their brand, innovative ways to execute and track grass-roots marketing programs, and new methods to turn fragmented online conversations into actionable insights. To do so, though, organizations will need ways to monitor, understand, and participate effectively in those conversations and leverage them in conjunction with existing marketing programs and processes. Social networks play a lot of Internet marketing functions increase your website traffic to help reach the target audience of potential customers , identify new product and service opportunities to better understand the users' expectations about a product or service creates a positive image of the company . Social networks are also used in consumer brand loyalty formation. Internet social networks - it is social networks, using a website. These websites are known as social sites. Social networking websites are like online communities of users, whose members share common interests, hobbies, political viewpoint or other activities. Social websites allow people from all over the world to exchange, collect and disseminate information on various topics. Although social sites often connects people who share some common interests, but there are also such online social network that does not have to be a shared hobby or interest. These social sites as “traditional”, which can become a member, each person wants. Social network advertising - is a form of online advertising, using social networking sites. Popular social sites: Facebook, MySpace and others. One of the main advantages of social networking advertising is that users can take advantage of demographic data: their interests, hobbies, political views, social status and so on.

Social network marketing is becoming more and more important part of the growing popularity of creating marketing campaigns. Advertising on the Internet for the most part moved on to social networking. Quite fast and rapid growth in this area is felt in the last five years. Therefore, this is a great opportunity to take advantage of this new form of advertising. A lot of companies derive substantial benefits from social media, but this measure is necessary to learn to use effectively. For anyone who knows the rules of social marketing can be a great tool to keep customers, but others due to improper use can cause serious problems. Social network marketing strategy wrong choice can be detrimental to business. The bad news travels much faster than sound, so one bad step and you will know about the vast majority of your customers. For this reason it is very important

to consult with specialists knowledgeable in this area. While social networking is a great tool for advertising, but it's not for every business. Several false claims about the social network marketing: The most important reason why you should need to use social networks to find new customers. This is one of the largest false claim. One of the most important components of social marketing is to keep existing customers than to find new. People often mistake these two measures. Some companies use social networks to search for new customers, but the benefits would be much greater if communication is maintained with existing customers. Social Network Marketing means to create a “Facebook” in your profile Social Media overwhelming share of Facebook, but it should be remembered, and other social media channels such as blog, forum, etc. Social marketing is an advertising scutching their customers. As we mentioned earlier, many companies are using this as an advertising platform. However, the effective use of this channel can get a number of benefits. Some of the company's social networks creates images with excellent personal and customers to evaluate.

Social networks are not only innovative, but also in terms of cost of communication. Social networking users are increasing rapidly in Lithuania. For example, the social network Facebook has more than 90 thousand consumers of our country. Social media - blogs, social networks and community, social marketing, real- time recordings, podcasts, virtual games - represent a growing debate between skeptics and Internet marketing “gurus”. Some of the new Internet technologies tend to be called youth word in fashion, others they see huge business opportunities. Marketing experts say that the Internet and mobile communication based on the exchange of information between people can become one of the key success of business development directions of the economy during the economic downturn. Several years ago, mostly young people keen on only as a great form of leisure, now the social networking site has gained a wider application - they advertised, sold, purchased, and exchanged knowledge about the products and services. So the state agencies and private companies to ignore the phenomenon is no longer possible. Internet innovation every day and growing momentum of social media becomes an integral part of companies 'marketing strategy', - says the Internet and blogs Conference Login 2009 initiator Arnold Rogoznyj. He points out that Westerners can no longer rely solely on traditional forms of business communication and to keep abreast of economic development and to cope with the strong competition in their marketing communication strategies include social online networks. Social media is a relevant activity for your business and the board is, ahem, onboard. Now you need to make them understand what’s involved and how it will be managed. Take them through the next steps, who will do it and timings (Table 2).

**Table 2.** Social network strategy steps



*Source:* Third Wave. Social Media Strategy Framework (2013)

By analysing the business plan and/or marketing strategy, it gives you a good idea of the types of things you can achieve by using social media: building awareness, establishing thought leadership, launching new products or

services, increasing reach (either geographically or by sector), generating leads, increasing sales, research and insight (understanding how to improve your product or service), saving costs (eg reducing recruitment costs), building your community, creating word of mouth activity, improving public relations activity, driving traffic to a website or blog, improving SEO, improving customer/client relations, providing customer/client service, competitive analysis.

It is important think about those target audiences (aka people) and need to connect with to help you to achieve what you need to. The types of audiences you could be looking for include: current clients or customers, potential clients or customers, associates of current/potential clients or customers, journalists and editors, bloggers, suppliers, affiliate businesses, thought leaders. If you don't know where the people you want to connect with are, make the most of the various free monitoring tools to track who is talking about the keywords associated with your business: Google Analytics, Social Mention, Technorati, Addictomatic and Board Reader, to name a few, can help. This should highlight who has a voice in these subject areas.

In order to take your objectives in turn and create tactics to help you achieve them, with all of the above research in mind. Here is an example: Objective: Build brand awareness Now this is a very general objective, but a common one (which is why I've picked it). You could make this more specific if you like: build awareness in a certain region, for a specific service, in a certain sector. Better still attach some numbers to it to help with measurement: Grow brand awareness of xxxx service and increase web enquiries for that service by 10%. The more specific the better. The tactics for this could include:

- Launch a Twitter/Facebook/LinkedIn profile (as appropriate) and connect with the target audiences (or people, as I prefer to call them).
- Launch a blog showcasing relevant knowledge for the region, service area, sector etc Build a presence on niche networking sites relevant to your objectives (these would have already been identified when you researched where your audiences are online).
- Research and identify relevant blogs for guest blogging opportunities.
- Research and identify relevant blogs and engage in discussions.
- Create a hashtag around your specialist area and drive the conversation.
- This could also be a hashtag around a regular Twitter chat.
- Develop a competition or creative word of mouth campaign across relevant platforms to raise awareness of the brand.
- Go through each objective you've already identified and list tactics. Then refine this list with your resources in mind (be realistic here, if not you could be setting yourself an unachievable workload (Gemma Went (2014)).

When developed the social media tactics, you need to set the metrics to understand if those objectives are being met. Now this isn't an exact science as much of this activity relies on word of mouth, which has always been hard to pin down. Digital activity has made it much easier to get a handle on metrics and understand how the tactics are working A good content plan can supercharge activities and make sure you publish relevant content across the web. When considering content creation, never forget the goals and objectives that should guide your thinking around suitable topics. For example, if you need to raise awareness or become a thought leader in a particular service area/industry/product type, this should become a key topic area for which you will need to create content demonstrating your expertise Once you've generated ideas for content topics, you can start thinking about the various channels you will use it on and how you will use it:

- Blog: develop an editorial calendar, assigning topics to blog posts and set deadlines;
- Linked In: create conversation around key topics in the Group areas and add links to blog posts;
- Guest posts: approach other blogs and offer your content as a one off or as a regular contributor;
- Newsletter: not everyone will read your blog, so repurpose blog content here;
- Twitter and Facebook: share blog posts and start discussions around your topics;
- Ebooks: if you generate a lot of content on a particular topic, create an ebook that you can offer on the website or blog (just like we did with this);
- Content creation is an ongoing process and it's easy to run out of steam Gemma Went (2014).

So if you lose inspiration along the way, try a few of these ideas:

- Make the most of other media: share a slideshare presentation, a great video you uncover, infographics and other interesting gems you find;
- Add your own presentations to slideshare and share;
- Develop regular features, such as monthly or weekly roundups and reviews etc.;
- Publish interviews with interesting and relevant people;
- Invite guest bloggers to add a fresh perspective to your content;
- Invite customers or clients to ask questions, either on the blog;
- Facebook, Twitter or Linked In and answer them on your blog;
- If you attend an industry event, write a post event review;
- Create 'how to' lists (Gemma Went (2014)).

Social media is an ongoing activity that needs commitment, so be sure to give it what it deserves from the start. Break down the activities into specifics and estimate how much time each will take. When we say “analysis”, we use it as an umbrella term that spans monitoring, analytics and reporting. Monitoring helps you listen outside your owned platforms. Analytics help you listen on your owned platforms. Reports help you make sense of what you’ve heard. Monitoring tools help you analyze the public conversations on Social Media platforms. Monitoring gives you a glimpse into your customers their sentiment towards your brand and products, their interests and needs. These tools are available from a wide variety of vendors, and you need to test which one fits your needs best. Analytics are strong in Social Media, and easily accessible. More than in most other other communication channels, engagement can be measured well here. Many platforms offer detailed measurements and analytics around users’ engagement with your content. Reporting the results of Monitoring and Analytics is the basis on which to develop true insights, which will help you adapt and optimize your strategies. Let’s expand on these a bit more. Monitoring. Successful monitoring requires two things:

•Clearly defined questions:

To get to useful insights, you need to know what you want to know.

•Establish processes:

In order to make most out of the insights your monitoring generates, you need processes that make sure that these insights get to the right people and places, and can be implemented. To give you a better feeling for monitoring, typical approaches may include:

• Topic radar: A regular snapshot evaluates the online conversations around your key topics (retail, banking, design...).

• Opportunities for engagement: Constant monitoring identifies opportunities to engage with users around the topics you’re an established expert in. This could mean answering questions about these topics in general, or about your brand in particular.

• Feedback: Expand on the regular snapshots to include opinions about your brand or products, and based on this develop concrete recommenda - tions for further action Gemma Went (2014).

Most monitoring tools available out there are still mostly a display of their technical capabilities but fail to act as a true source of insights. This has lead to most monitoring strategies being driven by whatever the chosen vendor can offer, instead of developing a clear strategy of what insights a company wants to see before choosing the vendor.

#### **4. Facebook**

Facebooks are often published at the start of the academic year by the administrations of collegesand universities, with the intention of helping students, faculty, and staffto get to know each other better. A facebook may be contrasted with a yearbook, which is traditionally published at the end of the academic year and usually includes details about various aspects of the preceding year, along with the sort of content one would find in a facebook. As stated Zhao *et al.* (2008) Facebook is in many ways similar to another popular online social networking site, Myspace, but it also has some unique features that are crucial to the present study. Like Myspace, Facebook enables users to present themselves in a number of ways. Users can display pictures in their online albums, describe their personal interests and hobbies, and list their friends and social networks. There is also a communication function on Facebook that allows users to interact with one another through comments and

messages. However, Facebook differs from Myspace in one important aspect: it is nonymous and institutionally bound. For the college and university version of Facebook, membership is restricted to those with an official campus email account, and users' real names are shown in their profiles. The display of users' real names and their institutional affiliations make the Facebook environment almost fully nonymous.

Stutzman *et al.* (2012) stated, that Facebook's transition from a university-focused social network site for students to a global social network site, however, was not seamless. In particular, changes to Facebook network structure and a series of unpopular moves raised users' privacy concerns. When Facebook debuted in 2004, the site was segmented by university, so that university network membership created a meaningful privacy boundary. Although university networks could be quite large (Acquisti, Gross (2006)), this boundary generally separated students from family, employers, and municipal law enforcement. Starting in 2006, Facebook gradually liberalized its policies for site membership, and began changing (and eventually discounting) the value of "networks" within the service. Facebook was rewarded for these moves, with adoption climbing through a billion users as of late 2012. According Acquisti and Gross (2006), Lampe *et al.* (2007), Stutzman (2006) facebook is a social networking site that began with a focus on colleges and universities, but now includes high schools and other organizations, has been studied. These studies have collected profile information from Facebook through the use of a web crawler, and through surveys of members. Acquisti and Gross (2006) stated that Facebook members reveal a lot of information about themselves, and are not very aware of privacy options or who can actually view their profile.

**Table 3.** Facebook Statistics

<b>Facebook Statistics</b>	<b>Data</b>
Total number of monthly active Facebook users	1,310,000,000
Total number of mobile Facebook users	680,000,000
Increase in Facebook users from 2012 to 2013	22 %
Total number of minutes spent on Facebook each month	640,000,000
Percent of all Facebook users who log on in any given day	48 %
Average time spent on Facebook per visit	18 minutes
Total number of Facebook pages	54,200,000
<b>Facebook Demographics</b>	<b>Data</b>
Percent of 18-34 year olds who check Facebook when they wake up	48 %
Percent of 18-34 year olds who check Facebook before they get out of bed	28 %
Average number of friends per facebook user	130
Average number of pages, groups, and events a user is connected to	80
Average number of photos uploaded per day	205
Number of fake Facebook profiles	81,000,000
<b>Global Facebook Reach Statistics</b>	<b>Data</b>
Number of languages available on the Facebook site	70
Percent of Facebook users who are outside the United States	75 %
Number of users who helped translate Facebook	300,000
<b>Facebook Platform Statistics</b>	<b>Data</b>
Average number of aps installed on Facebook each day	20 million
Total number of apps and websites integrated with Facebook	7 million
<b>Every 20 Minutes on Facebook</b>	<b>Data</b>
Links shared	1 million
Friends requested	2 million
Messages sent	3 million
<b>Facebook Company Statistics</b>	<b>Data</b>
Total number of Facebook employees	4,619
Total 2012 Facebook revenue	\$5,090,000,000
Total 2013 Facebook revenue	\$6,150,000,000

Source: Statistic Brain Research Institute (2014)

Facebook consists of a series of interrelated profile pages in which members post a broad range of information about themselves and link their own profile to others' profiles. The core of the Facebook experience centers on



users' ability to (a) post self-relevant information on an individualized profile page, (b) link to other members and create a "friends" list, and (c) interact with other members (Buffardi and Campbell 2008; Tufekci 2008). Facebook statistics are presented in Table 3.

According Mills, the Facebook was started in 2004 by Harvard sophomore Mark Zuckerberg. The site was successfully founded with help from his roommates Dustin Moskovitz and Chris Hughes. Zuckerberg had, at the time, been studying computer sciences at the university, but dropped out to develop the site when Facebook began growing in popularity. Zuckerberg, founder and CEO of Facebook, is the main individual responsible for the design, product strategy and overall prosperity of the site. Facebook allows users to use of personal information between the user and hobbies, like classes, sports, books, movies, trademarks, likes public figure, public entities. Besides advertising positioning for certain segments, such as age, sex, residence location language you can choose a much more accurate and user preferences and corresponding segmentation. You can also choose display advertising only to specific users or their friends. Facebook is not limited just to attract visitors to the website itself. Various Facebook social network content linked with independent sites using all the tools of the largest and most popular Lithuanian sites with the exception of some of the Lithuanian social networks. Facebook user becomes a fan of a page, leave a comment or favorite page. The contents of the user's action can be automatically communicated to the user, their friend's personal news stream. Each user interaction with the page increases the likelihood that the organization and / or its activities have more consumers. Also user's names can be linked to a specific content within (this user license photos and video or mention of their names in text messages). Such actions can also be automatically notify the user and friends portrayed user profile "wall". In addition, users can spontaneously share information.

## Conclusions

Internet Marketing is ICT to market your business online. Social media, in particular, is an area that has radically changed how you market your business. Consumers are much smarter and are not as interested in messages being broadcast to them and are therefore engaging more with social networks. Social network marketing is typically cheaper and a more effective method of targeting your potential customers. Advertising online as opposed to offline is also easier to track to see its effectiveness. Facebook allows users to use of personal information between the user and hobbies, like classes, sports, books, movies, trademarks, likes public figure, public entities. Besides advertising positioning for certain segments, such as age, sex, residence location language you can choose a much more accurate and user preferences and corresponding segmentation. ICT has become integral part of entrepreneurial activity, hence ignoring of social network marketing can threat sustainability of any entrepreneurial undertaking.

## References

- Achrol, R.S.; Kotler, P. 1999. Marketing in the Network Economy, *The Journal of Marketing* 63: 146–163.
- Acquisti, A.; Gross, R. 2006. Imagined communities: Awareness, information sharing, and privacy on The Facebook, in Danezis, G.; Golle, P. (Eds.). *6 th Workshop on Privacy Enhancing Technologies (PET '06)*. Vol. 4258 of LNCS.
- Andresen, K.A. 2011. Marketing through social networks: business considerations - from brand to privacy, *William Mitchell Law Review* 38(1): 290–327.
- Assaad, W.; Gómez, J.M. 2011. Social Network in marketing (Social Media Marketing) Opportunities and Risks, *International Journal of Managing Public Sector Information and Communication Technologies (IJMPICT)* 2(1): 13–22.
- Baikovs, A.; Zariņš, I. 2013. Philosophical, legal and general issues of legal liability, *Entrepreneurship and Sustainability Issues* 1(1): 23–36. DOI: [http://dx.doi.org/10.9770/jesi.2013.1.1\(3\)](http://dx.doi.org/10.9770/jesi.2013.1.1(3))
- Buffardi, L. E.; Campbell, W. K. 2008. Narcissism and social networking web sites, *Personality and Social Psychology Bulletin* 34: 1303–1314.
- Çam, E.; İşbulan, O. 2012. A new addiction for teacher candidates: social networks, *OJET: The Turkish Online Journal of Educational Technology* 11(3): 14–19.

- Chipp, K.; Ismail, Z. 2004. *E-Commerce a southern African perspective: the e-Commerce environment*. Claremont, South Africa: New Africa Books.
- De Alencar, L.M.; Almeida, H.N. 2013. Economic viability and sustainability of solidarity economy enterprises: a case study on the technological incubator of popular cooperatives of the Catholic University of Salvador, *Entrepreneurship and Sustainability Issues* 1(2): 92–98. DOI: [http://dx.doi.org/10.9770/jesi.2013.1.2\(3\)](http://dx.doi.org/10.9770/jesi.2013.1.2(3))
- Douglas, E. W. 2008. Social Marketing Campaigns and Children's Media Use, *The Future of Children* 18(1): 181–204.
- Downes, S. 2005. Semantic Networks and Social Networks, *The Learning Organization* 12(5): 411–417.
- Drucker, P.F. 1993. *Post capitalist Society*. Oxford: Butterworth Heinemann.
- Dzemyda, I.; Raudeliūnienė, J. 2014. Sustainable youth entrepreneurship in conditions of global economy toward energy security, *Entrepreneurship and Sustainability Issues* 1(4): 247–256. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.4\(7\)](http://dx.doi.org/10.9770/jesi.2014.1.4(7))
- Failte Ireland, National Tourism Development Authority. 2012. Overview of internet marketing. Introduction to the various ways in which you can market your business online. Available on the Internet: <<http://www.failteireland.ie/Market-Your-Business-Online.aspx>>.
- Figurska, I. 2014. Sustainable entrepreneurship: localization, acquiring and use of knowledge sources in competitive organization, *Entrepreneurship and Sustainability Issues* 1(4): 210–222. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.4\(3\)](http://dx.doi.org/10.9770/jesi.2014.1.4(3))
- Garškaitė-Milvydienė, K. 2014. Anti-crisis management of enterprises and possibilities of overcoming their critical condition, *Entrepreneurship and Sustainability Issues* 1(4): 187–203. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.4\(1\)](http://dx.doi.org/10.9770/jesi.2014.1.4(1))
- Gemma Went. Developing a social media strategy. 2014. Available on the Internet: <[http://gallery.mailchimp.com/c5ab815d4ba94afbe58ad49c9/files/Developing\\_a\\_SM\\_Strategy\\_by\\_Red\\_Cube\\_Marketing.1.pdf](http://gallery.mailchimp.com/c5ab815d4ba94afbe58ad49c9/files/Developing_a_SM_Strategy_by_Red_Cube_Marketing.1.pdf)>. [Accessed: 9 April 2014]
- Išoraitė, M.; Steiblienė, L.; Mečėjienė, G. 2014. If obtained professional competences are suitable for sustainable entrepreneurship: case of Vilnius University of Applied Sciences, *Entrepreneurship and Sustainability Issues* 1(4): 239–246. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.4\(6\)](http://dx.doi.org/10.9770/jesi.2014.1.4(6))
- Lampe, C., N. Ellison, and C. Steinfield. 2007. A face(book) in the crowd: Social searching versus social browsing. *Proceedings of the 20th Anniversary Conference on Computer Supported Cooperative Work*, Banff, Alberta, Canada, 2007, pp. 167-170.
- Laužikas, M.; Mokšėckienė. 2013. The role of creativity in sustainable business, *Entrepreneurship and Sustainability Issues* 1(1): 10–22. DOI: [http://dx.doi.org/10.9770/jesi.2013.1\(2\)](http://dx.doi.org/10.9770/jesi.2013.1(2))
- Lemel, R. 2010. Social Networking Tools for Marketing Fine Art. *Allied Academies International Conference*. Las Vegas.
- Litvaj, I.; Poniščiaková, O. 2014. Entrepreneurship and quality management, *Entrepreneurship and Sustainability Issues* 1(4): 204–209. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.4\(2\)](http://dx.doi.org/10.9770/jesi.2014.1.4(2))
- Microsoft Dynamics, CRM. 2009. CRM and Social Networking: Engaging the Social Customer. *White Paper*, 4p.
- Moskvina, J. 2013. Social enterprises as a tool of social and economic policy, *Entrepreneurship and Sustainability Issues* 1(1): 45–54. DOI: [http://dx.doi.org/10.9770/jesi.2013.1.1\(5\)](http://dx.doi.org/10.9770/jesi.2013.1.1(5))
- Palemo, O. 2008. Is Social media marketing relevant for Nigerian business environment. Available on the Internet: <<http://www.incorporatenigeria.com/magazine/conversion-report/64-is-socialmedia-marketing-relevant-for-the-nigerian-environment>>. [Accessed: 9 April 2014]
- Prause, G.; Hunke, K. 2014. Sustainable entrepreneurship along green corridor, *Entrepreneurship and Sustainability Issues* 1(3): 124–133. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.3\(1\)](http://dx.doi.org/10.9770/jesi.2014.1.3(1))
- Tvaronavičienė, M. 2014. If industrial sector development is sustainable: Lithuania compared to the EU, *Entrepreneurship and Sustainability Issues* 1(3):134–142. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.3\(2\)](http://dx.doi.org/10.9770/jesi.2014.1.3(2))
- Raišienė, A.G.; Jonušauskas, S. 2013. Silent issues of ICT era: impact of techno-stress to the work and life balance of employees, *Entrepreneurship and Sustainability Issues* 1(2): 108–115. DOI: [http://dx.doi.org/10.9770/jesi.2013.1.2\(5\)](http://dx.doi.org/10.9770/jesi.2013.1.2(5))
- Yazdanifard, R.; Khalid Obeidy, W.; Wan Fadzilah Wan Yusoff, Babaei, H.R. 2011. 2011 *International Conference on Computer Communication and Management*. CSIT Vol. 5, 577–581.

Statistic Brain Research Institute. 2014. Facebook Statistics. Available on the Internet: <<http://www.statisticbrain.com/facebook-statistics/>>. [Accessed 3 March 2014]

Stutzman, F. 2006. Student Life on the Facebook. Available on the Internet: <[http://ibiblio.org/fred/facebook/stutzman\\_fbook.pdf](http://ibiblio.org/fred/facebook/stutzman_fbook.pdf)>. [Accessed 3 April 2014].

Stutzman, F.; Grossy, R.; Acquisti, A. 2012. Silent Listeners: The Evolution of Privacy and Disclosure on Facebook, *Journal of Privacy and Confidentiality* 4(2): 7–41.

Third Wave. Social Media Strategy Framework. 2013. A comprehensive guide to develop and implement strategies for communicating on the social web. Available on the Internet: <<http://thirdwaveberlin.com/ThirdWave-SocialMediaStrategyFramework.pdf>>.

Tufekci, Z. 2008. Grooming, gossip, Facebook and Myspace: What can we learn about these sites from those who won't assimilate? *Information, Communication & Society* 11: 544–564.

Wahl, M. 2014. Sustainable Entrepreneurship: The Wolf ButterBack Case, *Entrepreneurship and Sustainability Issues* 1(4): 223–229. DOI: [http://dx.doi.org/10.9770/jesi.2014.1.4\(4\)](http://dx.doi.org/10.9770/jesi.2014.1.4(4))

Wahl, M.; Prause, G. 2013. Toward understanding resources, competencies, and capabilities: business model generation approach, *Entrepreneurship and Sustainability Issues* 1(2): 67–80. DOI: [http://dx.doi.org/10.9770/jesi.2013.1.2\(1\)](http://dx.doi.org/10.9770/jesi.2013.1.2(1))

Zhao, S.; Grasmuck, S.; Martin, J. 2008. Identity construction on Facebook: Digital empowerment in anchored relationships, *Computers in Human Behavior* 24: 1816–1836.

**Margarita IŠORAITĖ.** Doctor of social science in Vilnius Gediminas technical university, name of associated professor was given in Mykolas Romeris University in Lithuania. Associated professor in Vilnius College. Research interests: human resource management, strategic marketing, marketing management, advertisement.



This work is licensed under a Creative Commons Attribution 3.0 License.