SOCIAL MEDIA AS A TOOL FOR INCREASING BUSINESS COMPETITIVENESS

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Abstract
Any economic activity is based on the relationship between two partners, the supplier of products and services and the one who purchases the products or services. For this relationship to be bi-unequivocal and the communication between the two partners to be as close as possible, we need some channels that will facilitate the transmission of messages between them as easily as possible. The social media is the one that allows a better transmission of the expectations, needs and opinions regarding the products and services offered by the business organizations. In order to make communication between companies more efficient to consumers through social media, it is necessary to develop a more efficient strategy. In order to verify how the tools offered by the social media are used I did a research on 320 people mainly students from the master and doctoral programs of the Academy of Studies. We wanted to identify whether the use of social media in business organizations is perceived as a more effective promotional tool than other types of tools.

Keywords
social media, influencers, audience, communication strategy, competitiveness.

JEL Classification
L21, L84, M1, M31

Introduction
In a competitive environment in which all aspects that contribute to achieving the objectives of a business organization and each actor that can influence its activity must be taken into account, social media can be the link between the different actors of the business activity. The social media not only has a role of communication channel between the different actors that constitute the business environment, but it can provide an image of the activity and needs of each of the actors involved in the economic process, allowing each of them to analyze and understand the needs and offers of others participating actors.

Social media allows the evaluation of consumers' expectations because by following the conversations they have about the products and services that a company offers (Zarrella, 2010). At the same time, the company presents itself in the online environment and through the tools specific to this environment. The value of the information found in the online environment can be evaluated mainly because of the influence it has on the company's image. An advantage of the social media is that the audience is alive, responds immediately to the message launched by business organizations, and further transmits it if they agree with it or criticize it if they do not like it. At the same time, one can easily identify the needs and expectations of those who are interested in the offer on the market. There are two types of audience to which and through which an organization can send its transmitted messages. This can be internal (own employees and shareholders) or external (consumers, investors, customers, distributors, suppliers).

In order to streamline the way the message is perceived by the audience, it is necessary to develop a coherent communication strategy.

For the implementation and elaboration of a general strategy, it is necessary to develop approaches at the level of the different departments involved. There are thus several levels how we reach this goal. Thus, there may be actions at the department level, or within a department, there may be strategies for certain activities of the department, so that in the end there are specific tactics for the implementation of the proposed goal (Maiorescu et. al., 2020).

Demographic data in determining consumer preferences
Consumers can come from different backgrounds, can have different ages, higher or lower incomes, can be graduates of higher education or have just finished high school, all this information is important to deduce what consumers need, and then to we can determine how we communicate with them, what information they need to become customers of our organization.

Based on demographic data we can only deduce the needs of consumers and we can make a comparison with what we determined by studying the observed behavior, only based on this type of data we can confirm our assumptions deduced by evaluating demographic data. A solid conclusion can only be given by corroborating both types of information (Petouhoff, 2012).

On the other hand, demographic data are not very helpful in determining consumer preferences. For this we need to make direct observation and take over our information using business analysis and data mining tools.

Identifying potential influencers
The most valuable consumers for the success of a social media campaign are those who are part of the "hard core", those who manage to influence the buying behavior of others. These are the people who by their opinions can easily convince others that their opinion is the right one (Melnyk, 2011). Such people are very valuable to organizations, they can become promoters of the organization.

The duty of those responsible for studying and evaluating user behavior and building their profile is to identify these people and to bring them closer to the organization and to involve them in the promotion activities.

A starting point in the process of identifying these people is the information that they belong to certain associations, non-governmental organizations, non-profit societies, knowing that belonging to such groups can demonstrate communication skills and good organizers (Dumitru et al., 2014).

Another category of people who can be promoters and influencers for organizations are those who are active on blogs, frequently produce and post audio and video material

Development of the concept of communication

Based on the established audience and the values that the organization has, it is possible to define the concepts on the basis of which the products or services offered by the organization can be promoted (Kwayu et al., 2018). In the process of developing the concept, it is necessary to use all those elements that have defined the brand or product to be promoted, we must also take into account all the social media channels that we have used and adapt to the different ones. audiences we have determined (Zarrella, 2010).

The steps to be taken in developing the concept are:

1. Establish our concept and audience
2. Let's turn the concept into a statement, into a motto
3. Testing and validating the concept

In the first instance, we need to determine whether we want to promote, the organization as an entity or we want to promote a product or service that we sell. Then we must determine those traits that characterize what we want to promote, to investigate how the organization, product or service is viewed by consumers, by those we want to address.

It is necessary to determine how we differentiate ourselves from the other competitors in the market, to find those elements that define us, to see what consumers want to know about us in order to answer them as accurately as possible.

Once we determine these elements and define our concept, the way in which we will present what we want to promote will need to conceive the message we will convey.

The consumer groups we are addressing may have different views on what we are promoting, so we will need to have different approaches about how we transmit it to each of these groups. Social media, through the different platforms and tools it offers us, allows us to address each group differently. Of course, the main information must be the same, but the address and the ways in which we send what we want to communicate may be different (Onete et al., 2010).

The message must be one that will address all categories of consumers, make them become active in the online environment we are addressing, incite them and come up with ideas, comments, happenings related to the products or services they are about. discuss, whether they are our organization or competitors. Thus, we will be able to find useful information about ourselves and about competition, information that will help us improve our products and services, develop new ones and have a good relationship with our consumers.

Finally, before launching the concept, we will have to test whether we have a well-realized concept and whether it is appropriate to launch it now or we will have to wait longer.

Once it has been established what message is to be transmitted, organizations, based on existing information, already transmitted by the organization in the past at the same time transmitted by others, customers or opinion formers, through the various communication channels used, whether offline or online, and about the products and services offered they must select that information which would best suit what we wish to convey and at the same time encourage those who receive it to respond to it.

Competition assessment

At any time the presence in the social media, whether it is the implementation of a concept, the development of a promotional activity or the process of communication with consumers, must not be overlooked by the activity of the other competitors.

The actions that competitors take must be continuously studied and followed in order to have a fast and concrete response, always knowing that social media is a very dynamic environment, in which the reactions must be fast, but at the same time well thought out. That is why organizations need to find those advantages, those key elements that differentiate them from their competitors (Petouhoff, 2012).

The way in which the organizations through which they study their competitors and place themselves in relation to them in the activity in the social media differs the classical vision. When activating in social media, organizations must look at their competitors from the perspective of consumers, they must analyze how the activity of competitors is viewed by those who comment and analyze their responses on social media platforms.

At the same time, the analysis must be done taking into account all the categories of consumers that have been highlighted in the process of developing consumer prototypes, at this stage of the implementation of the model, the prototypes obtained through the reporting of competitors can be re-analyzed.

Once these new prototypes are obtained, if it is found that significant changes have occurred, the previously elaborated concept can be reconsidered to fit the new consumer profiles.

In analyzing the activity of the competitors in the social media it will start from identifying those competitors who are active in this ecosystem, will identify the tools and platforms that they use, will be established for each of the competitors which of these platforms are most used, in order to finally make a comparison with the platforms used by our organization.

A second element that must be taken into account when analyzing the activity of the competitors is the quality of their activity, by this will evaluate the content, the opinion of the consumers about their posts, the comments and reviews of the online community in which they are present, the level of involvement in social media and on the platforms it activates.

After this analysis has been made, and after all the conclusions drawn from this analysis have been drawn, re-analyzing all the elements that make up the plan of establishing a strong online community around our organization, we can proceed to the execution, implementation phase itself.

The specific objectives of the departments of a business organization in relation to the social media.

Methodology

We wanted to identify whether the use of social media in business organizations is perceived as a more effective promotion tool than other types of tools used to date.

The researched collectivity was, out of 320 people, mainly students from the master and doctoral programs of the Academy of Studies, because I started from the premise that they have already found a job and have an image formed on the activity from -a company and at the same time being young people are familiar with the applications offered by the social media. The sex distribution being 67.72% women and 32.28% being men.

The observation unit was represented by the members of the business organizations that communicate through social media, communication that is addressed to both customers, business partners and employees. The polling unit is represented by a member of the organization that holds a management or execution function.
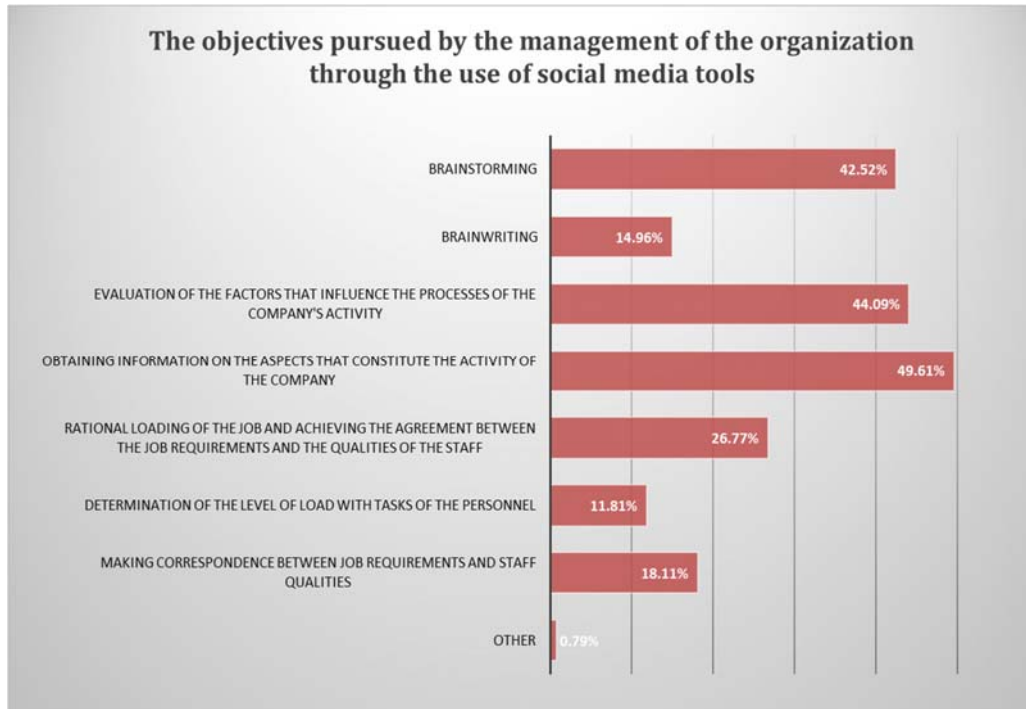
The management of the organization

We wanted to analyze how social media tools and platforms can influence and improve the business activity of a business organization, we wanted to find out how respondents appreciate the relationship between social media and the goals of each department.

For thea good management of the organization we wanted to find out the opinion of those questioned in relation to the following main objectives:

- Brainstorming
- Brainwriting
- Evaluation of the factors that influence the processes of the company's activity
- Obtaining information on the aspects that constitute the activity of the company
- Rational loading of the job and achieving the agreement between the job requirements and the qualities of the staff

• Determining the level of load with tasks of the personnel
• Making the correspondence between job requirements and staff qualities
The results of those questioned are presented in Figure 1.

Fig. no. 1 The objectives pursued by the management of the organization by using social media tools
Source: original, based on research data

Results
Obtaining information on the aspects that constitute the activity of the company is considered the most important objective that can be achieved by using the tools and platforms offered by the social media. This result can show that the respondents consider that through the social media the activity of the company can be monitored very well and at the same time the activities and reactions of the competitors can be evaluated in relation to the decisions taken by the management of the company.

Those who considered that the evaluation of the factors that influence the processes of the activity of the company can be done through social media is close to those who considered that information can be obtained on the aspects that constitute the activity of the company using social media, which makes the results to be confirmed each other, because the evaluation of the factors that influence the activity of the company can only be by obtaining accurate and complete information about all the aspects that constitute the activity of the company. Social media offering a multitude of tools through which such analysis can be performed.

Although brainstorming and brainwriting use similar techniques to obtain new ideas or solve problems through a collective assessment, the two objectives have achieved completely different results. What is even more surprising is that brainwriting can be more easily used through social media because it is based on discussing and evaluating ideas that are written by those involved in the decision-making process. This result can be explained by the fact that

this method is less known than brainstorming. The realization of the correspondence between the job requirements and the qualities of the staff was considered by only 18.11% of the respondents as achievable through social media. This result can be regarded as a normal one, given that through the feedback received from consumers the activities of some departments can be evaluated, rather than of persons working in one department or another. However, there are companies, such as those dealing with sales, that can more easily evaluate the activity of each individual.

Also in accordance with the activity of the staff can be seen also the objective that refers to the determination of the level of loading with tasks of the personnel, which obtained a smaller percentage but close to that regarding the correspondence between the requirements of the job and the qualities of the staff, which shows that in the opinion of the respondents the tools offered by the social media are not very useful in the individual evaluation of the staff.

However, a quarter of those surveyed considered that the rational loading of the job and the matching of the job requirements and the qualities of the staff can be achieved through the tools and platforms of social media, which shows that the respondents believe that the employees can be monitored effectively, for example by the pursuit of the activity in the social networks, and thus to determine if they somehow have time to carry out other activities during the program. If we make an average of the number of answers given on each objective, we obtain a value of 33.15 (see Table no. 1), a value that may show, in the respondents' opinion, that social media is not very useful in achieving the specific objectives of the organization's management. , and yet if we look at it as a percentage it is much higher than the value obtained when evaluating the utility of social media according to the departments of the organization.

Table no. 1 Average answers on each department based on their objectives

Departament	Percentage
Management	33,12
Distribution / supply	51,12
Marketing	49,1
Commercial / sales	53,57
Production	55
HR	55,33
Financial	61
Service and after-sales service	48

Source: original, based on research data

Conclusion

Every organization has a brand behind it, a brand that it must and is trying to defend. One mistake some organizations make is that they are not aware of what the brand represents for their consumers. There is that difference between what the organization considers to be its brand and what the consumer feels that it represents. It is known that what people say, in this case consumers, about a brand can strengthen or destroy a business. That is why, before launching a social media campaign, organizations need to check what consumers are perceiving about their brand and bend to its expectations.

You need to be aware that the brand of an organization is owned by consumers and by its employees. Influence must be on everyone, both consumer opinion and actions of an organization's employees can raise or destroy a brand. Thus, an organization needs to be aware of this and convey the right message that will appeal to them and make consumers aware of the value of their brand and its employees (Lu, et al., 2019).

That is why it is very important to establish from the beginning a correct strategy, and to be continuously connected to the activity of the community we have set up, so that we can adapt ourselves to its needs at any time and be able to respond as quickly as possible and face the threats occurred.

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