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Significant of Social Media and Event Marketing in Developing Countries

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ABSTRACT

Under changing world conditions, people see that things change rapidly, either technologically or humanly. People are better able to understand the extent to which this change is compared to changes. In today's consumer-dominated world, marketing executives must evaluate every opportunity they face to start a relationship with the buyer. Marketers must focus on winning a good name and image on the market and earn the trust of their customers. To do this, it must be tightly packed with marketing tools and tactics that require the least amount of time and money. But in reality, achieving this business is not about companies.

A sound marketing mix involving Social Media Marketing is crucial for connecting as many potential customers as possible. In this study, social media and event marketing were discussed in developing countries where the young population is older than the elderly and social media is used more by young people.

On the topics of Social Media and Event Marketing, a literature study was performed first. Later, a research study was conducted among the citizens of the Developing Country in Social Media and Event marketing.

Activities, to forget the worst days ahead, to have fun today made for centuries to entertain, reflect the spirit of the community, social, cultural, political, environmental dimension in which people create their own free time, experience, and experience. The importance of the events and the people who create the free time in particular lead the marketers to this concept. Contrary to traditional marketing, event marketing creates a theme that has been worked on over the last years since it aims to entertain people by message and address their emotions.

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INTRODUCTION

The invention of the Internet brings very important changes to the world. The number of Internet users has increased rapidly in relation to human history with no other example. The World Bank and the International Communication Association, which are among the most trusted and honorable organizations in the world, now have more than 3,904,812 billion internet users worldwide (Worldometers April 2018)¹. Since 2000, the number of web users worldwide has been around 360,985,492. This volume has increased sevenfold between 2000 and 2012 (Internet World Stats, June 2011)². The following figures from Internet World Statistics describe the significant increase in Internet usage worldwide.

The Internet, starting with several universities, to share their libraries for their students, turned out to be unlimited functionality. It would not be a mistake saying that the Internet has started to become a necessity of the modern life, and not just a desire. If you are a doctor, a student, a businessman, a company, a professional or a political party president, you can not handle without using the Internet and all its functional capabilities in the modern era.

The first thing speaking about the Internet that comes to mind is Social Media, which is one of the largest social extensions of the Internet. The definition of social networks for an ordinary person will be communication, conversing, exchange of ideas, information and content on the Internet. Social media has unlimited features in which socializing, blogging, sharing photos and videos, messaging, games, music or podcasting, realities and virtual worlds are just a representation. By looking at a broader corporate image and going on in various places around the world, social media helps to converse and

¹ (Worldometers, 2018) <http://www.worldometers.info/>

² (Internet World Stats, June 2011) <http://www.internetworldstats.com/>

communicate with your audience for consumers' feedback, which ultimately raises your brand name.

This research will be a research involving developing countries. As Azerbaijan is also a developing country with an economy, it is necessary to clarify and understand the role of social media and event marketing in here.

1. EVENT MARKETING

Event marketing has been use in the marketing world for very long time, but research in this particular area is very small.

The closest similarity that we can come up with in Event Marketing in the academic world is Experiential Marketing. If you look at the literary side, we will see that the development of event marketing events taken by Schreiber and Lenson in 1994 in their doctoral dissertation on lifestyle and event marketing. Unfortunately, it was not unique to others to conduct research in this area.

Today, businesses are struggling to reach out to target groups, to attract them to their products and services, to give information about their products and services, to remind them constantly, and finally to persuade them to concentrate on different alternatives than their competitors in order to reach their customers.

Businesses are trying to communicate with customers by leaving traditional marketing activities, seeking different ways, and gain competitive advantage by trying various ways of communication every day as competition increases. They are looking for ways to reach their customers by experiencing message bombardments with traditional communication methods and enjoying them instead of squeezing them, giving them messages and experiencing them.

All the activities and all the purposes of traditional marketing have started to be achieved through event marketing and event marketing has become a popular alternative for marketers and researchers with its changing marketing environment. The fact that there are so many types of events today and that the events are often done, has further increased the popularity of event marketing.

1.1 Theoretical basis of event marketing

The concept and definition of event marketing has been done in different ways by different authors. Although different definitions are made, there is only one purpose, such as entertaining and experimenting in marketing the whole event, and each definition is shaped around this purpose.

Modern advertising campaigns aimed at promoting consumer products, use a variety of marketing tools, including traditional methods of advertising in the media, outdoor advertising and so on. At the same time, special attention is always paid to the effectiveness of the applied advertising tools, the payback of the invested funds and dividends in the form of real purchases and sales growth is important. However, we have to admit the fact that every year it is increasingly difficult to reach consumers who have not paid attention to television commercials for a long time, and standard promotions in stores have become customary and a special creative approach is needed to attract attention to their products.

One of the most popular marketing tools today is event marketing, which allows you to emotionally affect not only potential buyers, but also dealers and partners of the company, as well as your own employees, and thus stimulate sales growth.

Event marketing includes sensory, emotional, cognitive, behavioral, and relational values rather than the more traditional ones. As such, traditional approaches to event marketing practices may be inadequate or unsuitable. The use of traditional approaches can initially prevent the emotional, emotional and experiential nature of most activities. Secondly, these characteristics can cause complex emotions when they are handled with characteristics of their activities

Examples of event marketing

One of the largest indoor theme parks in the world, IMG Worlds of Adventure in Dubai, opened in September 2016. To open the Lost Valley in the Jurassic style Global Event Management Group arranged an interactive show with dinosaurs, which immediately attracted the attention of viewers and became popular in social networks. A few days after the opening, more than 5,000 selfies with dinosaurs appeared at various venues in the social media, which helped the newly launched park to express itself.

India and Pakistan are two countries, relations between which resemble tides. Coca Cola decided to unite their peoples through its "Happy Campaign". With the help of conventional vending machines, the Internet, webcams and touchscreens Coca Cola created an interface through which people from these countries could see each other and deliver their messages about peace and love without borders. This touching campaign made millions of people smile and start associating Coca Cola with a brand that unites, brings happiness and quiet times. Filmed videos have managed to earn several million views and great popularity in social networks.

In Azerbaijan, Coca-Cola Company hosted the Fanta Youth Festival for the second time on September 27, 2014. More than 35,000 people attended this festival and the number of visitors was much higher than last year's Fanta Festival held in Tofiq Bahramov Stadium.

In addition, it is possible to highlight the "Soyuq Eller Isti Urek" festival, which has been held every year since 2015, and how many festivals like this one.

Events provide activities and business opportunities for people to spend leisure time. Activities help people to get together and have a good time. They can improve people's quality of life and provide important economic benefits.

Events always require serious planning, high-level energy and a lot of beadwork, and there is no point in dimensioning here.

1.1.1 Essence of event marketing

The marketing strategy of a company seeking to maintain its position in the market and to maximize profits should not be limited to the traditional set of marketing tools, which include advertising in the media, sponsorship, PR and so on. The success of the company in the current conditions of fierce competition can provide event marketing, or event marketing, as conventional advertising no longer has the desired effect on the target audience of consumers. Event marketing is a new, client-oriented marketing strategy that creates a sense of freedom of choice for the consumer, through which ideas about the need to purchase goods are communicated to potential customers through vivid, memorable events. Event marketing becomes one of the most effective tools for direct communication with partners, consumers and employees of the company in the current conditions.

Organized event marketing usually takes place through personnel who are the faces of brands, and there is usually a risk that the personnel temporarily involved in these organizations may not be able to communicate correctly with the target groups of the brands. A brand that wants to organize event marketing should perform the organization in the best way, otherwise the products that are subject to marketing studies may have a negative image at the consumers' minds. Event marketing is a type of marketing where creative organizations can be realized and it is possible to reach many people directly at the same time by taking advantage of the motivating and integrating features of the entertainment

element. The effect of correctly performed events on consumer perception is also longer.

When events are used, companies have the option to own their own rights throughout the event. This means that in the event that a company participates in consumer activity, the distortion of the competitors will be lifted from the middle of the event or at least will be minimized. In addition, events include tangible elements something like inventory, land and other products sold or donated, but in essence it is a service meant to be made up of intangible experiences for a limited period of time in a temporary and managed atmosphere. As in all services, this experiential "product" is produced and consumed at the same time, is very heterogeneous and difficult to store or control.

Event marketing could be summarized as: Event marketing is an interactive bi-directional marketing communication tool for communicating and communicating complex brand messages through brand interactive sensory experiences. (Campbell Estate 2000)

When determining the marketing event, it becomes clear that all events can be used as "marketing" events. An event is an "appearance" with an audience. If the audience exists, the message or experience is exchanged, transmitted, generated and, therefore, all events can potentially exchange information.

Event marketing is an interactive tool of two-way marketing communication, the purpose of which is to revitalize brands and transfer complex brand messages through interactive sensory experience that should excite and attract the client.

Event marketing involves connecting to consumers, target consumers, people who are already buying our products, which are our potential buyers. This time and place where you can have fun and enjoy our event, should be part

of a great memory that they must remember. The purpose of the event is to be a part of the life of your target consumer. This awareness and building relationships with memories, the event is not about selling right now during the event.

Social media is an area what people use that to communicate with their families, friends and to make acquainted with new people, but companies are increasingly looking for ways to use social networks to generate income and raise awareness.

1.1.2 Purpose of event marketing

In short, "Event Marketing", which can be defined as the introduction of a product or service through social activities, attracts attention as a type of marketing that can reach the target group directly. In particular, it is possible more easily observe the effects of the target audience and the brand because of the ability to establish a relationship. This type of marketing takes place through advertising agencies or companies that market events.

Event marketing is a type of marketing that can reach the target group directly. That is, a product or service is offered through the activity. Launches, press conferences, road shows, social responsibility events, concerts, sports events, etc. event marketing types. Event marketing is usually done by the brand's staff, otherwise the brand may carry a risk in the communication it wants to establish with the target mass. At the same time, when the event marketing communication is carry out correctly, which is the integrative structure due to reaching many people, the consumer perception becomes long lasting. Event marketing is often confused with sponsorship, but sponsorship is the work of

increasing brand image by supporting brands' activities. Event marketing increases sales for the brand and increases its image directly, but it can be burdensome because it costs directly to the brand or the organization.

These companies provide the personnel, space, stand or different technical material needs of the brands that want to market the event. Event marketing can be organized in a variety of ways. The most common type in our country is tasting activities especially in supermarkets. These activities, supported by different promotions such as free or discounted products, provide direct access to the target groups of the brands and enable them to communicate with each other individually.

Event marketing is also one of the most important marketing tools in the various organizations - one of the most important of them is the Formula 1 car races. Every year, many brands from different sectors meet with millions of viewers in different countries of the world through these competitions. This meeting not only includes the attendees present there, but also includes the live broadcasts in different places and the audience of the organization in marketing activities. Apart from worldwide organizations such as Formula 1, different organizations also offer branding opportunities. Marketing activities involving entertainment such as competitions, special shows, etc. for the target group can be organized. Event marketing is a type of marketing done for many products, including different sectors. Especially when it comes to introducing a new product, it is usually one of the preferred marketing types.

Event marketing can be preferred if it is difficult to reach the target group by traditional means or if it is going to take a long time and when it is desired to advertise a new goods and service and to increase awareness and brand loyalty by communicating with target audience. It can be used to reinforce brand perception in integrated marketing activities. Organized event marketing usually takes place through the staff of the brands and there are risks that people who

are usually involved in these organizations may not be able to communicate correctly with the target groups of brands. A brand that wants to organize event marketing should perform the organization in the best way, otherwise the products that are subject to marketing studies may have a negative image at the consumers' minds. Event marketing is a type of marketing where creative organizations can be realized and it is possible to reach many people directly at the same time by taking advantage of the motivating and integrating features of the entertainment element. The effect of correctly performed events on consumer perception is also longer.

Marketing activities are a set of measures to attract customers and increase sales. The main types of marketing events are presentations, exhibitions, sales, promotions and other procedures.

The concept of a event marketing is much broader than just an advertising campaign. It also includes the process of research and entering a new market segment, raising or lowering prices, re-branding, etc. It must be remembered that the process of managing the promotion of goods necessarily includes marketing activities that are aimed at reaching the target audience. Typically, the planning of marketing activities of the company produce after the development of the company's annual budget.

The main goal of the organization of marketing enterprises is to combine time, place and atmosphere in a single event so that a disinterested and busy potential consumer drew attention and evaluated the information intended for him about a product or service.

The effectiveness of this method of influence is based on the appeal to the emotional side of the person, on the creation of a good mood and positive feelings, working on the subconscious of the person. After all, a person is guided by emotions, under the influence of which he performs certain actions. Positive,

vivid emotions that can give a well-organized event, will be associated with your company and its products, and thus promote sales growth.

When carrying out events in the context of event marketing, different objectives can be pursued:

- attracting attention to the brand,
- increased sales,
- presentation of a new product line,
- creation of corporate image,
- creating an information opportunity for the media.

At the same time, when planning an event, you can set several goals at once. So, having organized a youth holiday to introduce a new model of a mobile phone, you can simultaneously introduce new products, draw attention to the brand, enhance the brand image and recognition, in addition, such an event will certainly become an information opportunity for the media.³

1.1.3. Distinctive features of event marketing

While event marketing strengthens communication between brand and consumer, it reveals the power of experiential interaction. While raising the brand value on the one hand, it creates a permanent memorandum and emotional bond by giving the target group a different experience.

The main advantages of event marketing are:

- Makes your brand visible.
- It increases your awareness and visibility.
- It reinforces brand commitment.
- Accelerates the purchase decision.

³ <http://www.btlprofessional.ru/event-marketing.html>

- It creates an opportunity for experiential marketing.
- The goal is to provide face-to-face communication with your audience.⁴

Event marketing types:

Events can be classified geographically, regional, national, international and global. The following types of events are usually organized in our country.

- Brand communication events
- Press conferences
- Activities involving social responsibility
- Launch events
- University events
- Congress events
- Sporting events
- Corporate or general training events
- Dealer meetings and affiliated organizations
- Special invitation, gala and concert events.

Factors affecting event marketing:

There are many factors these influence the success of your event. The main ones are as follows:

- Your activity matches your target
- Whether your activity is your product or your brand
- Where your activity is
- The shape of your event
- Time and duration of your event
- Promotion network configuration
- Current technology support

⁴ <http://secteurcom.blogspot.com/p/la-communication-evenementielle.html>

- Process management
- Source
- Participants
- Speakers
- Invitees
- Sponsors

The driving force that drives all of these factors, and that will bring more of your activity, is digital trends blended with technology support.⁵

Digital trends in event marketing

Technology support is preparing to offer almost limitless options for participatory activities. It is not far from the days when the boundaries of the event will rise, the independent participation in the space will be achieved, and the contribution of the participants as well as the speakers will increase.

Storytelling

The story of your activity also helps you connect and stay connected with people on an emotional level. Even if our technological development studies are attracting interest and speed, brands need a field of experience to share with their customers. Customers now want to be a part of that story instead of just listening to the brands' stories. For this reason, while editing your story with all the details, you should include every participant in your story.

Virtual meetings

Virtual meetings are being prepared to enable remote participation in events. Such meetings are hold today but are not yet widely used. Real-time technologies such as Microsoft HoloLens can extend the boundaries of strength and activity, offering different areas of experience. Facebook is the pioneer of

⁵ <http://digitalage.com.tr/tum-yonleriyle-etkinlik-pazarlamasi-ve-etkinlik-pazarlamasinda-son-trendler/>

such innovations. In the near future, you will be able to send your questions to the speaker by participating in hologram-type technologies and a virtual meeting that forms part of your activity in your home lounge or office.

Virtual Assistants

Increased awareness and use of artificial intelligence. Apple's Siri, Microsoft's Cortana and Amazon Alexa are just three of the AI assistants that people can use every day. Artificial intelligence can be used to provide additional support for events in personalization. Soon these virtual assistants can turn into your digital activity assistant. Your virtual assistant, who knows your interests and master all stages of your activity, can create the agent that will make the most effective use of the activity - and guide you through all the processes.

Mobile experience opportunities

It is almost impossible to stop the participants from looking at their phones. This brings advantages and new quests together. Interactions calling for interaction, surveys, announcements, up-to-date information, product introductions, comments, visuals ... In short, all the information that is needed for the activity and which constitutes an element of curiosity can be reached with a single screen channel. Platforms that provide a mobile experience that does not need to call participants - such as creating an event agenda from planning, more dynamic video, audio and audience interaction, message notification - are among the trends that are needed.

Social circles

The social mediator allows you to reach more people, attract interest and keep your information together. The biggest driving force for sharing over the hashtags (tags) set at the moment of activity is still twitter. It allows you to measure the most popular topics in your activity in real time without having to

apply a different application to the most influential people and information intensities. Facebook is still a bit weak to go to a clear result on the label. On the other hand, Facebook's event page feature remains unique. It is invaluable in terms of presenting Facebook event pages, calendar features and all the information. Facebook's Social VR application Facebook Spaces enhancements and new features for Facebook Groups are preparing to add color to the social media footsteps of the events.

Strategy

You can use social media to send activity ticket sales, email submissions, and mobile messages effectively to communicate your verbal expression to the other party but the best activity follows the marketing strategies, the timeline and the logical order that strengthens the end of each promotion.

Marketing events consists in carrying out various activities that, depending on the objectives pursued, can be divided into types.

- 1) Trade events - business events, which are held for partners of the company, dealers, distributors and customers. Marketing events in this case is to hold conferences, seminars, congresses, forums and so on. The entertainment component at such events is not basic, but desirable. The purpose of these events is to demonstrate the product and all its advantages, to find strategic partners, to exchange experience. BTL-actions belong to the same group of event, however, they are more creative for their conduct: the distribution of leaflets and booklets is accompanied, for example, by a theatrical show, which turns the routine action into a memorable event, and this is exactly what the marketing of events is doing.
- 2) Corporate events and teambuilding - corporate events, which include carrying out of professional holidays, birthdays, joint rest of employees of the company, celebration of anniversaries of the

company. Marketing events in this case is that employees and invited guests are brought to the company's ideas, demonstrates the company's concern for its employees. Thus, event marketing helps to reduce staff turnover, raise the corporate spirit.

- 3) Special events - special events, which include holding festivals, shows, concerts, awarding, etc. Marketing events here are aimed at maintaining the image of the company, branding, increasing loyalty and growing interest in the company both consumers and potential partners.

Event marketing, being a sufficiently budgetary tool, gives an effect that is much longer than traditional advertising campaigns, therefore, it is adopted by an increasing number of companies.⁶

2. Social Media

⁶ <https://medium.com/@chavanmayur996/types-of-event-marketing-200c9d20f186>

Turning to the literary review of social media, we come across various writings and writings of world-famous marketers and teachers. Evans said in 2008 with respect to social media that it is related to the interaction of more than one person on a topic or interests that is common among the total number of parties, this experience is developed and generated due to the fact that the parties collided as individuals or group in place or event⁷(Evans 2008). Therefore, it will not be incorrect to say that Social Media is a division and communication in the direction of greater aspiration, a clearer goal and a brighter future.

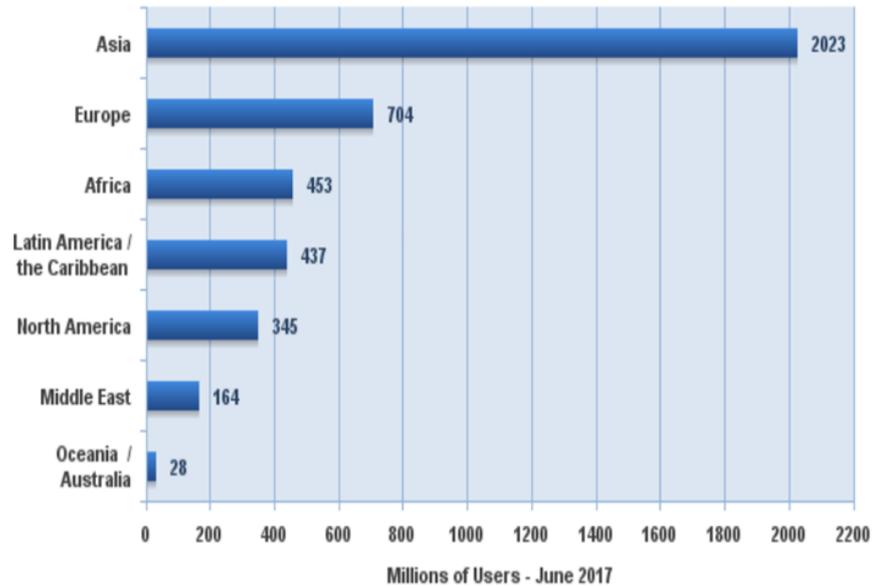
Going forward with social media, it is also evolving as a concept of science or art, over time it has allowed people to create content in such a way that it has given them the complete authority to add delete, omit, and modify elements of information according to the evolution of science and the arts.

The world of social media is limitless, no doubt. From a wide variety of online customers to mobile activities ranging from word-of-mouth to social and interactive media, to sites like Facebook and Twitter where people blog and companies sponsor. People discuss on discussion forums and chat with other people around the world in the chat rooms. Customers read emails and comments from other customers about a particular brand or person, then all social media activities are rated and ranked by various independent, self-governing organizations that are themselves part of social media and the Internet . It will not be difficult to say that we are slowly and progressively aspired into the world of social media and that people see their benefits not hesitating to go ahead in accepting this new evolution that is coming to humanity.

Figure 2.1 Internet Users around the World

⁷ Evans 2008 <https://profiles.uonbi.ac.ke/eaosa/publications/marketing-and-strategy>

Internet Users in the World by Geographic Regions - December 31, 2017



Source: <https://www.internetworldstats.com/stats.htm>

When we say words such as social networking through social networking sites or social networking via the Internet, the two giants that come to mind are Facebook and Twitter. In the arena of social networks, there are two higher powers, and all the other players in this area are trying to create an online community of people who are always connected, as a rule, with the same interests.

2.1. The definition and classification of social media

Social Media is an online network where users publish and share their own content. Social media is actively used by many people and organizations. Quick access to this page is easy, and users can view their content, articles, news, thoughts, daily events, and their views on social media via social media. The

first concept that comes to mind is to 'share' if it is necessary to describe social media in the shortest way that people of today speak frequently.

Acquiring a great place in life with technology, social media has already begun to take the place of other traditional media. Social media has begun to be preferred to other platforms because of its advantages compared to traditional media platforms. For this reason, the social media preferred by the companies is being used a lot and the budget allocated to social media is increasing every year.

Today, many brands are actively using social networks, and social networks allow direct communication with target groups and potential customers.

Advantages:

- The ad targeting is clear. Social media is no longer just our identity information, but with it we share our music and even our location with our favorite music. This has made it easier to target for brands that want to advertise. If you assume that a company is a target audience of 18-25 age group, single, male, college graduate, interested in pop music, these targets can be reached directly by using Facebook ad targeting. In contrast to traditional media, this means both cost and time savings as only the target audience is reached, but a company that advertises in traditional media can do the most TV channel, ad time, TV program targeting in the light of rating results.
- Achieve the right target volume with the advertising budget you allocate. The cost in social media is lower than in traditional media. This actually allows you to show your ads to the right people you want to advertise on a much smaller budget.

- We often hear the sentence in the social media; "If it were not for social media, I'd be a tea or a grocery store." In other words, social media does not have any educational necessity. Anyone who wants to broadcast on social media can be involved.
- An immediate update is another advantage. Once a news story is created in the traditional media, it can not be changed, but the next day the correction can be published but that is not the case in social media. Allows you to edit the instant change.

Social media continues to grow rapidly and spreads rapidly, adding new features to itself. Through platforms like Facebook, Twitter, Google Plus, YouTube, Pinterest, and Instagram, people are communicating and interacting around the world. Social media has a strong and effective position when it is used correctly because it is a platform where everyone who does not put any restrictions on their users has the right to speak.

The concept and classification of social networks in the context of interaction in the Internet:

Depending on the openness of information, there are:

- open social networks, that is, social networks available to any user with access to the global Internet, for example, Facebook and Facebook;
- social networks with limited access mode are usually Internet communities of a professional orientation or social networks of a different orientation, for example, the social network "Nextdoor", created to search and communicate with neighbors;
- closed social networks, for access to which you must fulfill a special condition or meet certain criteria. As an example, we can cite the social network Affluence.org, which requires access to a property

criterion, as well as receiving "invitations" from five participants of this social network.

The most common classification of social Internet networks is the classification of the types of services provided.

So, according to the types of services provided, the following types of social networks are distinguished:

- social networks created for personal communication of users ("VKontakte", "Odnoklassniki", etc.);
- social networks created for business communication (for example, "LinkedIn");
- social networks - blogging resources (for example, "Twitter" ("Twitter") or "Live Journal" ("Live Journal"))

An interesting classification which is an analogue of the previous one, was proposed in 2008 by F. Cavazzo, who created a social media map. Social networks in it were subdivided, proceeding from basic actions, which are mainly performed by users of these services:

- services for the publication of texts: blog platforms, microblogs, news feeds, Wiki-services;
- services in order to share content of various types (photos, videos, documents, links, audio files, etc.);
- services for discussions;
- services related to commerce;
- location services;
- actually social networks (for acquaintances, professional contacts, "traditional social networks");
- game services.

The above classifications indicate a large number of factors that unite people in social networks.

Thus, the emergence and development of social networks contributes to the development of a new culture and the whole of society. This way of communication performs a large number of functions, allows a person to self-fulfilling, to receive new useful information, to improve and evaluate results but the main goal of a person using social networks is socialization and integration, the desire to establish relationships with other users with the possibility of moving these relations into more real ones. Any function of the social network is interwoven with the communication network and, ultimately, it is transformed into communication.⁸

2.1.1. Social Media Landscape

This study focuses on marketing social media and events in developing countries, so that insights and analyzes of social networking channels, which are the greatest influence and influence on creation, organization and management, will not be as productive and useful as introducing less attractive details and feedback. Types of channels in social networks:

Social Media, which includes the giants, like Facebook, Google+, and Twitter.

Blogs and Microblogs are attracted to WordPress Blogger and often Twitter. Consumers who write content or share media are going to content like

⁸ <http://scienceproblems.ru/ponjatie-i-klassifikatsija/4.html>

Dailymotion, Vimeo, Picasa, Flickr, Pinterest, YouTube, Slideshare. It includes media, slides, documents, videos, songs, files and everything.⁹

Figure 2.2 Social Media Landscape

Social Media Landscape 2017



Source: Cavazza, 2017

While social media was basically a space for conversation and sharing, it has become an information, communication and interaction channel of the highest order.

After many years of functional enhancements and buyouts, major social platforms like Facebook or Twitter are the dominant media of the 21st century.

Today, we have Facebook with nearly 1.6 billion members, of which more than 1 billion connect every day. Suffice to say that the victory of Facebook is flamboyant and his future is bright, as evidenced by his roadmap. If Facebook has widened the gap in terms of audience, it is rather in the scope of services offered that great efforts have been made. By buying startups and launching new

⁹ Cavazza 2017 <https://fredcavazza.net/2017/04/19/social-media-landscape-2017/>

features, Facebook and Google have gradually become large conglomerates offering almost everything Internet users need: content for information and entertainment as well as tools for communicate and share.

What is true for Internet users is also true for advertisers, as Facebook and Google now offer brands and distributors end-to-end advertising and relational solutions: from exposure to a new offer to tracking in store.

As explained above, Facebook, Twitter and Google are at the heart of this ecosystem. Not only do these three companies have the most visible services, but they also create a virtuous circle by relaying published, shared or discussed content. Rather an extension of the current oligopoly, with three ultra-dominant players and services that revolve around, either because they address a particular segment or because they offer a precise use.

The multitude of services that make up social media than can be divided according to 6 major uses:

- 1) The publication with the blog platforms (WordPress, Blogger, PostHaven, Live Journal, Svbtle, Medium, Over-Blog, SquareSpace), wikis (Wikipedia, Wikia) and hybrid publishing or sharing services like Tumblr or MySpace;
- 2) Video sharing services (YouTube, Vine, Dailymotion, Vevo, Vimeo, Chinese YouKu not to mention live streaming services like Twitch and Periscope), documents (SlideShare, Scribd), photos (Instagram, Flickr, Imgur, 500px), inspired (Pinterest, Fancy, Lyst, Ello, Behance), music (Deezer, SoundCloud Spotify), links (Delicious, Scoop.it) and places (Foursquare, Swarm) ;
- 3) Western mail services (WhatsApp, Facebook Messenger, iMessage, Hangouts, Telegram, Skype, SnapChat, Kik, Viber, Tango), and Asian (WeChat, Line, KakaoTalk, Nimbuzz);

- 4) Conversational platforms (Github, Quora, Reddit, 4chan, Disqus, Muut), their Asian equivalents (Tencent, Weibo, Sina Weibo, Baidu);
- 5) Professional communication tools (Slack, Caliber, HipChat, Chime, TalkSpirit) and collaboration tools (Yammer, Chatter);
- 6) Professional social networks (Xing, Plaxo, LinkedIn, Viadeo), niche social networks (Ning, Nextdoor, Houzz), Western, Eastern and Russian mainstream social networks (Tagged, StudiVZ, VKontakte, Odnoklassniki, Facenama) and their Asian counterparts (Qzone, RenRen, Mixi, Kaixin001, Douban, Pengyou), as well as dating services (Bumble, Happn, Badoo, OKcupid, Tinder).

In the end, we have a very dense panorama where services from all over the world meet. While China is a separate market, it is important to remember that the global web is not about Facebook or Google and that there is a form of regionalism.¹⁰

2.1.2. Social Media Marketing

From the business and commercial point of view, Social Media is not only a very profitable aspect for any company, but in this modern life, the presence in social networks is mandatory. Sometimes it is just a presence in the social network of the firm or organization that counts and people choose this brand or company. The development of social media makes it widely spread used by all companies, enterprises and firms, because they represent a cost-effective marketing solution for achieving their desired goals.

¹⁰ <http://www.newsroom-publicismedia.fr/le-paysage-des-medias-sociaux-en-perpetuel-changement/>

The advantages do not end here. Social media enhances the success of new products and promotions. We can constantly write and talk about the brilliance and use of social media marketing that use unorthodox means to achieve orthodox results with innovation, building a community and acquiring relationships instead of large budget resources designed to realize marketing and sales goals and objectives.

Social media marketing and social media advertising have been the fastest growing digital marketing channel in recent times and have a major role in brand awareness and customer acquisition and engagement. Marketing on social media is crucial for search engine optimization while supporting successful content marketing. As with all digital marketing activities, social media marketing should be built in conjunction with search engine and content marketing strategies. Digital marketing strategies, which are designed independently of each other, can be under expectations at predicted productivity targets.

One of the most important reasons why consumers are interested in social media marketing activities is the existence of being able to interact with the business or the brand. On the other hand, the environment in which social media marketing offers involves significant transparency and mutual communication compared to other forms of marketing. Social media marketing, which allows dialogue with the business or the brand, offers many possibilities that other forms of marketing, such as asking consumers, reporting complaints and giving positive feedback, are not available through the two-way communication environment they provide. In terms of brands, this is the form of direct communication; It creates the opportunity to make consumers feel that their ideas are rested and appreciated.

84 percentage of CEOs and presidents of the largest companies in the world are actively using social media and social media are directly influential in their purchasing decisions.

Social media marketing makes great contributions to brand marketing communications and enables them to create solutions for a variety of issues such as product and service promotions, advertisements, opportunities and promotions, after sales consumer communication, online reputation management, customer service and customer loyalty.

The new media and dynamic environments created by social networks give customers the opportunity to better understand and engage with brand customers. If people get closer to the brand and maintain this established two-way interaction, they will not only promote branded products and services, but will also gain a volunteer lawyer who will defend their brands against the negative comments of other users. The creation of a strong group of people who act as a voluntary representative of the brand on social media has always influenced the perceptions of social media users positively.

I want to talk about some advantages of social media marketing:

- More brand awareness

Having multiple social media accounts is an incredible opportunity for you to transfer your brand's content and communication tone to your users. Users often meet with a brand on social media.

- More brand loyalty

It is a fact that there is more brand loyalty between the customers in the social media and the company. With social media marketing, branding has a much more personal relationship with the user.

- More traffic and conversions

Social media presence is an important new medium that will ensure that your brand has access to a different mass that has always been reached, and

that you will be aware of a mass that has not visited your site before. All sharing on social media platforms supports users to visit your site more often and therefore make purchases from you (conversion).

- Less cost

Social media ads within the context of social media marketing, when handled in conjunction with all the sharing on platforms, enable traffic to be generated with lower budgets on the site and more efficient use of digital marketing budgets.

To summarize briefly; social media marketing is an accurate digital marketing method that supports brand life by creating brand awareness, customer loyalty, website traffic and creating affordable customers for business.

We may consider social media marketing as a sub-category of internet marketing because of the internet platform used, although it has different strategies from classical Internet advertising. Measurements can be made on a limited number of subjects, social media and internet marketing. Marketing communication can be monitored in two ways and instantly by means of internet transportation such as smart phones, computers and communication devices. This new media has brought many innovations to the marketing field such as measurability, interactive marketing and customer relations.

The 21st century has seen new means of communication, technological and technological advances are accelerating globalization, now information can be transmitted almost instantly around the world. This phenomenon offers new horizons for marketing, new platforms to exploit such as social networks. The offer can then be expressed in new forms, borrowing new techniques. We will first analyze the characteristics of these modern social networks and then discuss the different techniques used to enhance the value of the offer.

While the Internet has undeniably challenged traditional communication channels, the diversity of media available today to consumers has a real impact

on different marketing approaches. The challenge is no longer to choose a communication channel to reach the customer but to identify their favorite channels and create an interactive relationship between the advertiser and the consumer, which allows companies to display their products and reach a larger number of potential customers.

2.1.3 Role of Social Media on Event Marketing

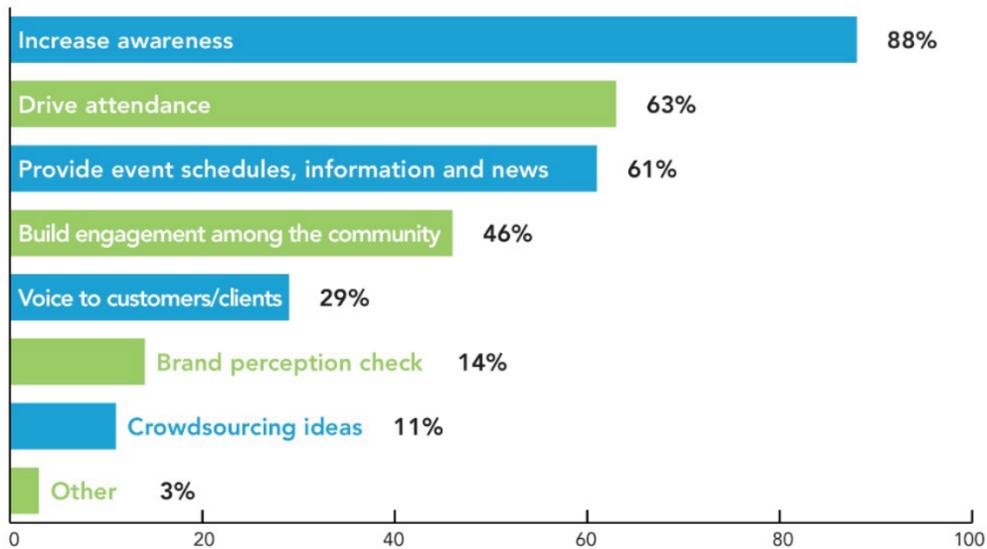
According to the research of FreemanXP and Event Marketing Institute in 2015, this part presents us the findings of social media on the different ways in which brands influence their impacts before, during and after events.

How to use Social Media before the Event?

It is important to use social media before events to raise awareness, maintain participation and ensure general information.

The analysis of survey data by market segment shows that 65% of large companies generally focus their pre-activity social efforts on the issue of linking them to the market society.

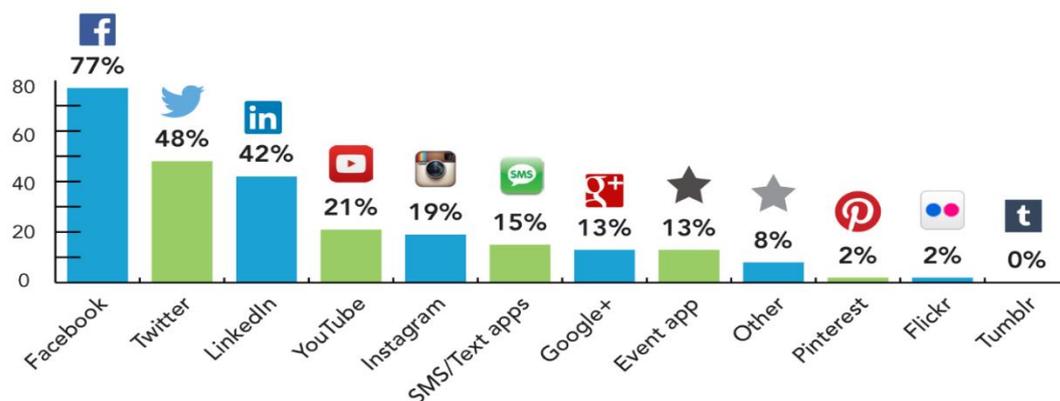
Figure 2.3: Using of Social Media before Events



Source: <http://cdn.freemanxp.com>

Facebook is regarded as the most effective social media outlet until it goes to events. Twitter and LinkedIn are the second and third highest scoring platforms in the survey.

Figure 2.4: Effective Social Networks before Events

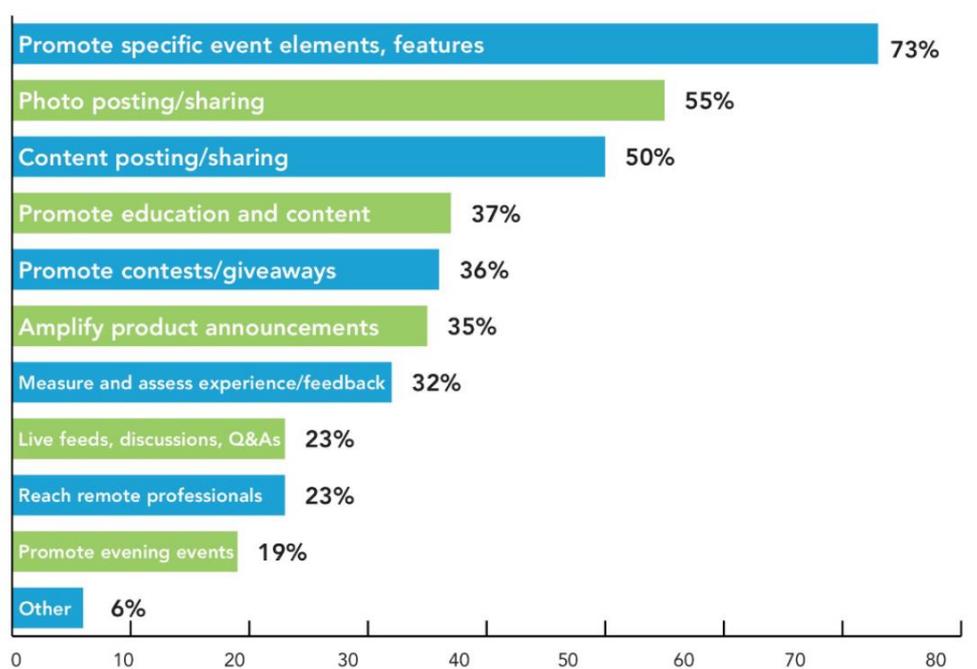


Source: <http://cdn.freemanxp.com>

How to Use Social Media during Activities?

During events, social channels are used to share photos and content in addition to promoting activity attributes or items. Nearly one-third of the companies try to achieve a majority of the following when they are in the events or exhibitions: training and promoting content; promotion of competitions / accessories; raising product announcement; and access your feedback and experience measurement.

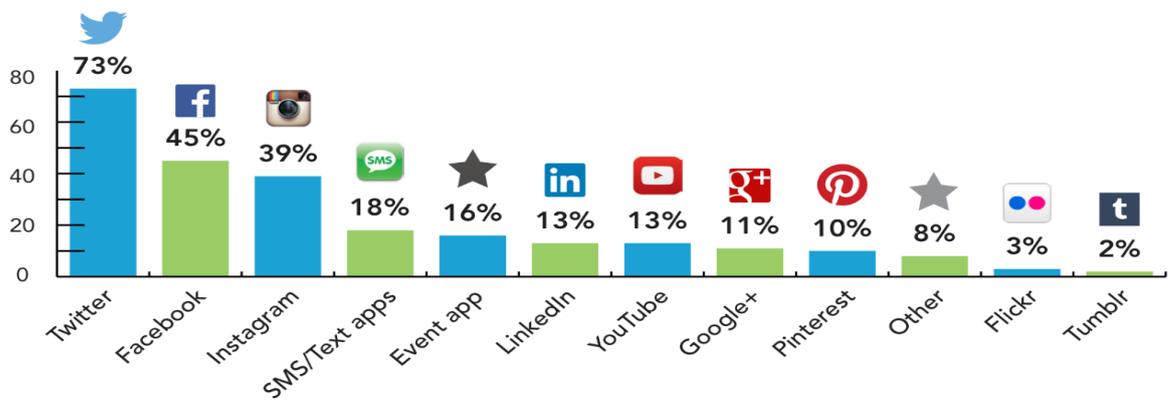
Figure 2.5: Using of Social Media during Events



Source: <http://cdn.freemanxp.com>

During the event, Twitter, Facebook and Instagram were evaluated as the most effective social platform.

Figure 2.6: Effective Social Networks during Events

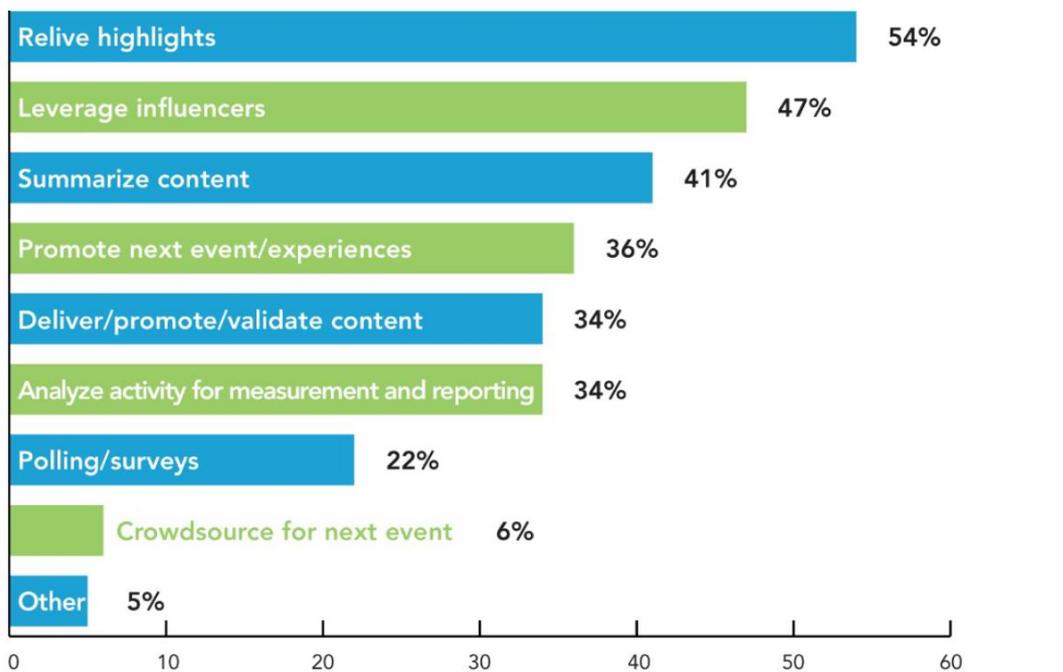


Source: <http://cdn.freemanxp.com>

How to use Social Media after the Event?

About half of the marketers use social networks to influence or summarize the prominence and impact of the event after the events.

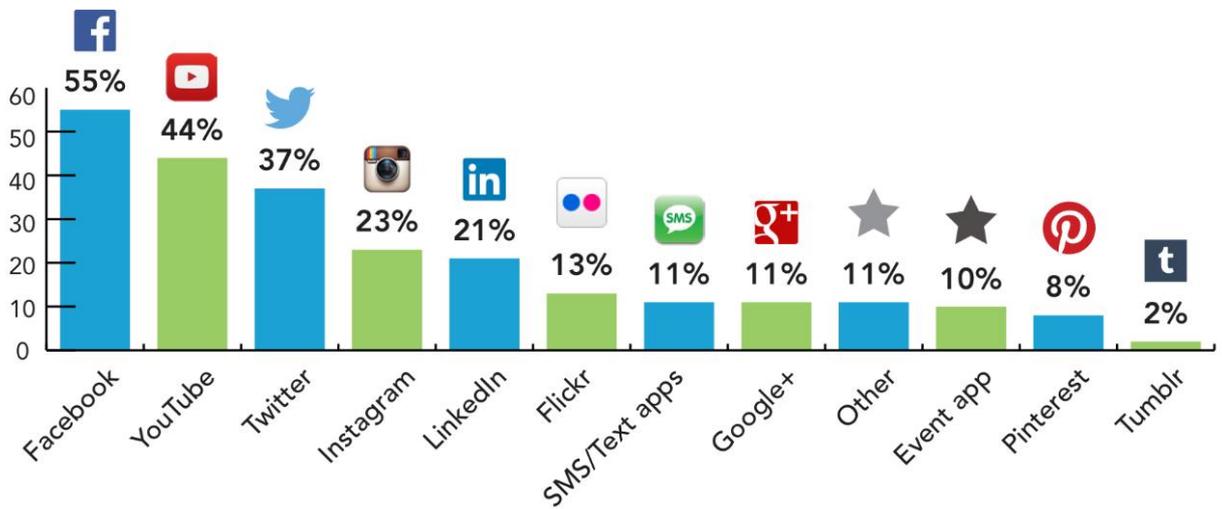
Figure 2.7: Using of Social Media after Events



Source: <http://cdn.freemanxp.com>

Facebook, YouTube and Twitter stand in place of the first three social media platforms used after the event.

Figure 2.8: Effective Social Networks after Events



Source: <http://cdn.freemanxp.com>

Social media continues to inform people about a particular promotion or event after the company's events. Efforts are needed to execute an event, and more is needed to achieve it. It is a success according to the fact that the number of participants is attractive and attractive. There is a great potential for the social media to be able to gather a large number of people for an event or cause. Social media enhances the participation of the current enthusiast and also ensures that those who do not participate in the event have live updates on these events. Social media is not only about the performance of the events, but also has a great importance for the reputation of the companies and the value of the mark. Successful events will be ultimately beneficial the brand or organization for a long time.

3. METHODOLOGICAL ANALYSIS

Bringing the two worlds together in search of a customer, consumer or perspective buyer is just a few words that can summarize a broad concept of these marketing terms. In this research, it is precisely what interests the concepts of Social Media and Event Marketing from the perspective of developing countries.

3.1. Research methods

The main objective of this study is to investigate and understand social media and event marketing in developing countries. In addition, the aim of this research is to examine the effect of social media on influencing customers by participating in the Events through Social Medias.

This research will continue through collecting information from the first and second sources. The first method to be applied is to collect data via social networks and to be on statistical results.

Secondary research will be carried out using a qualitative method. Qualitative questions will be asked via the internet in order to obtain data. The qualitative approach to such research is an important factor. Questions that are appropriate to your research should be prepared.

Firstly, I want to identify the role of social media in developing counties.

The number of smartphones in the property and the level of Internet use continue to grow in developing economies. Social networks are very popular among adult Internet users in developing countries. Most of the interviewed adult Internet users in almost all developing countries claim that they use social

networking sites, such as Facebook and Twitter. It is important to note that while Internet users in developing countries are more likely to use social networks, access speed has become lower in many of these countries; consequently, many people remain outside of social networks. But in most of the countries surveyed, young people are more likely to use social media.

An average, 76% of Internet users in 40 countries say they use social networks, including Facebook and Twitter (except Twitter in China), as well as other popular services, taking into account the specifics of social networks.

Unlike the general Internet access, adult users in developing countries are more likely to use social media in richer countries. Social networks are most common among adult users in Jordan (90% of Internet users), Indonesia (89%), the Philippines (88%), Venezuela (88%) and Turkey (87%).

Comparatively fewer adults in rich countries say that they use social networks, but they also have to pay more for Internet access in these countries. So the statistics of adult preferences is more mixed. Still, 76% of Israelis, 73% of Canadians and 71% of Americans say they use social networks. But only about half of adults from Japan (51%) and Germany (50%) say the same thing.

Between 2013 and 2015, there is a certain tendency to increase the proportion of people who need access to social networks in the country. This statistics is especially relevant for China, where 63% of Internet users are actively communicating with the help of social networks in 2015, compared with 48% in 2013. But in these countries, the growth and share of smartphones, which means that more people use social networks. Many say that their behavior has not changed dramatically, if at all, has changed.

It is reported that users of older age are less likely to use social networks than those who are 35 years of age or older. There is a significant age gap among Internet users, and especially social networks in 30 of the 40 countries

surveyed. And this age difference concerns both developed and developing countries.

Besides age, there are also differences among users of social networks among online adults by education. However, significant gaps in education are not a common criterion for users for social networks, since they are intended for general access and for anyone who knows how to use a smartphone. In 18 countries with a fairly large sample for analysis, Internet users with a higher level of education are much more likely to use social networks compared to less educated countries. Education gaps are particularly large in Lebanon (30%) and China (26%).¹¹

The impact of social media on event marketing has been great in recent years in developing countries. The increasing number of participants is one of the factors that indicate this. In developing countries, marketing of excellence has become even more cynical with the promotion of organizations, establishments, brands or products. Big companies like Coca-Cola, Protect and Gamble in the world are organizing events to increase the customer and brand loyalty of every definite product.

As the researches in recent years reveal, companies are now allocating more space in their budgets every year for event marketing. According to blog Bizzabo research results of the year 2017, 28 percent of companies devote 20 percent of their marketing budget each year to event marketing.¹²

3.2. Using the social media and event marketing in the domestic market

¹¹ <http://investmir.com/research/23-analiz-rynka-i-polzovatelei-socialnyh-setei-v-razvivayuschih-sja-ekonomikah.html>

¹² <https://blog.bizzabo.com/event-marketing-statistics>

As we know, Azerbaijan is a country with a developing economy and marketing of social media and events, like in other countries, has a place in its economy. For this reason, the survey was conducted in this country.

In the simplest of words, the study deals with finding information about a particular topic or problem analyzing and interpreting your findings. In this study, more than a hundred studies were conducted in a developing country like Azerbaijan.

The quantitative approach of my thesis is illustrated using a questionnaire. The study was conducted through the social networking website (forms.office.com), and was also physically going to ask people for their opinion on the research. The statistics were analyzed through Microsoft Excel 2010 and SPSS. The sample for this study is made up of 126 participants. Answers from former friends of the company's friends coming from developing countries, and aware of social media.

The rationale behind the questionnaires is to simplify the way in which the results will be generated, because social media is a very broad subject area, and I have decided to do research on how effective marketing will be in developing countries.

The emergence of social media is very popular among its users, but when companies use it, whether they generate funds or prefer it as a tool to reduce work stress, which could reduce the burden employees.

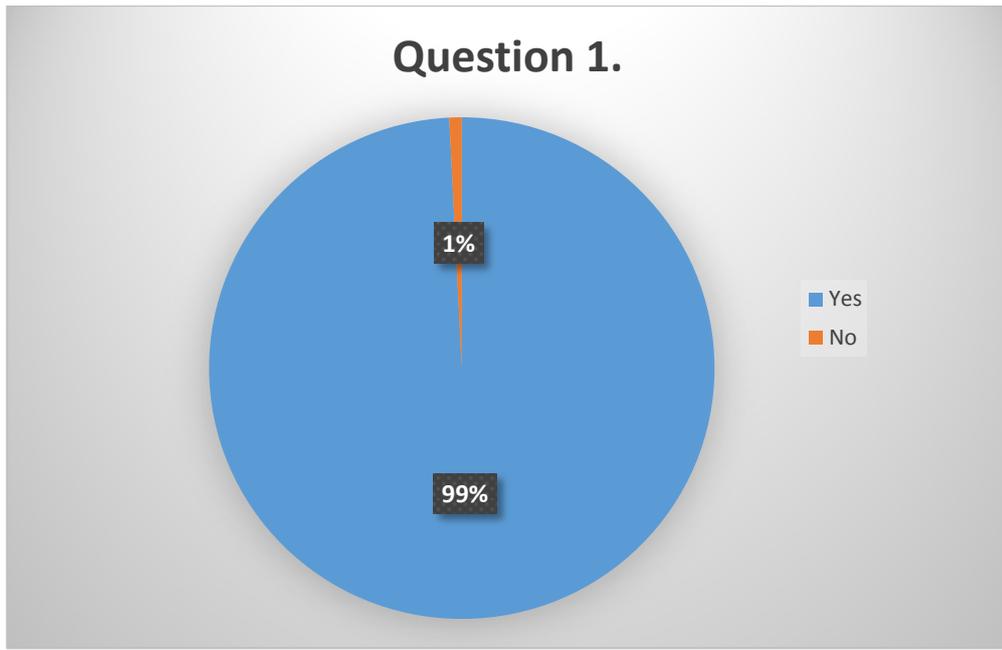
Knowing how to use the right media at the right time is another key issue for managers to consider when planning a social media campaign. Summarizing the reasons behind the questions formulated in the research the general perception on how they can collectively goals when marketing with social media via his articles online, post and blogs.

Below are the questions of the questionnaire.

Figure 3.1: List of survey questions

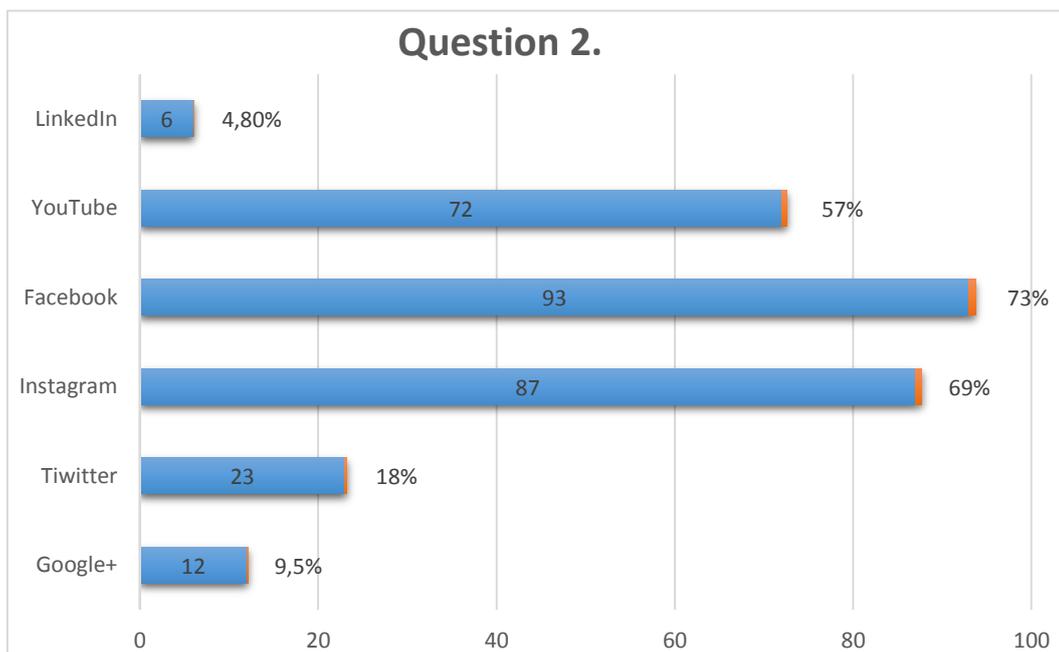
1. Do you know the term Social Media?
2. What social media do you use?
3. Why do you use Social Media?
4. Which unique feature makes your social media choice different?
5. Have you ever been invited to an activity through any social media?
6. Did you go to this activity?
7. Do you like the concept of Activity used in Social Media?
8. Do you use it if you have to organize an event?
9. What kind of events do you follow through social media?
10. What is the biggest benefit of using Social Media for events?

Figure 3.2: Question 1. Do you know the term Social Media?



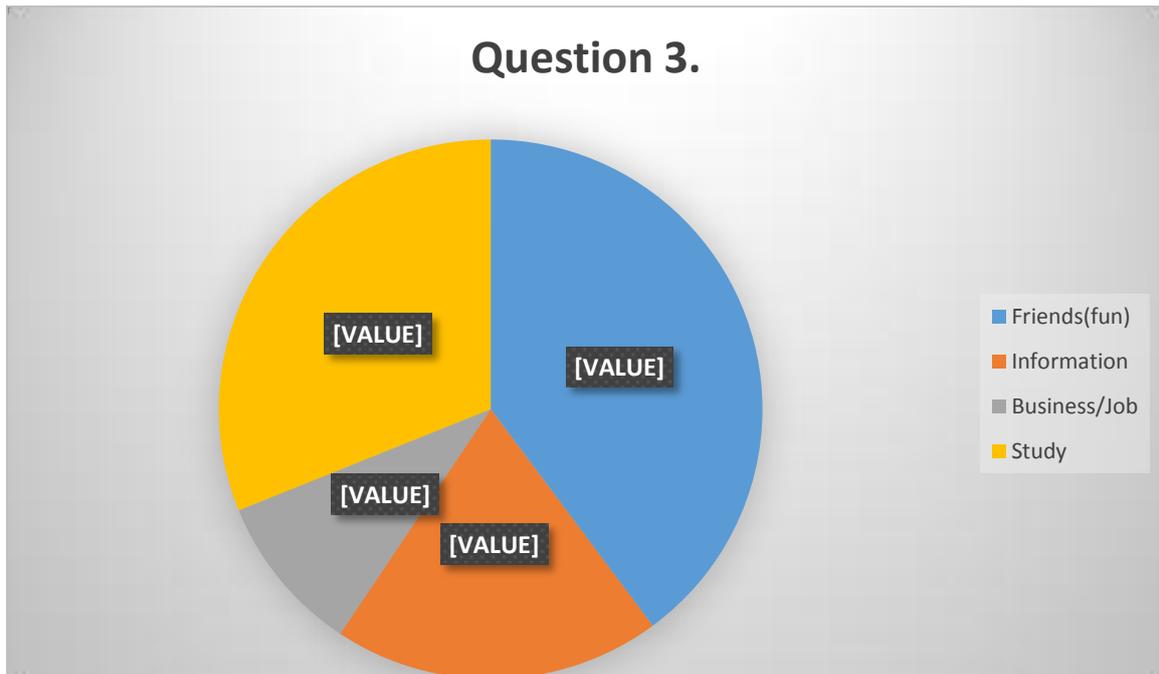
The first question of the survey was the filter question used to test participants who were not profitable for the working. The above analysis shows that among 126 participants, 125 people, who make up 99 percent of the participants, know social networks, which is an excellent sign for researchers and marketers.

Figure 3.3: Question 2. What social media do you use?



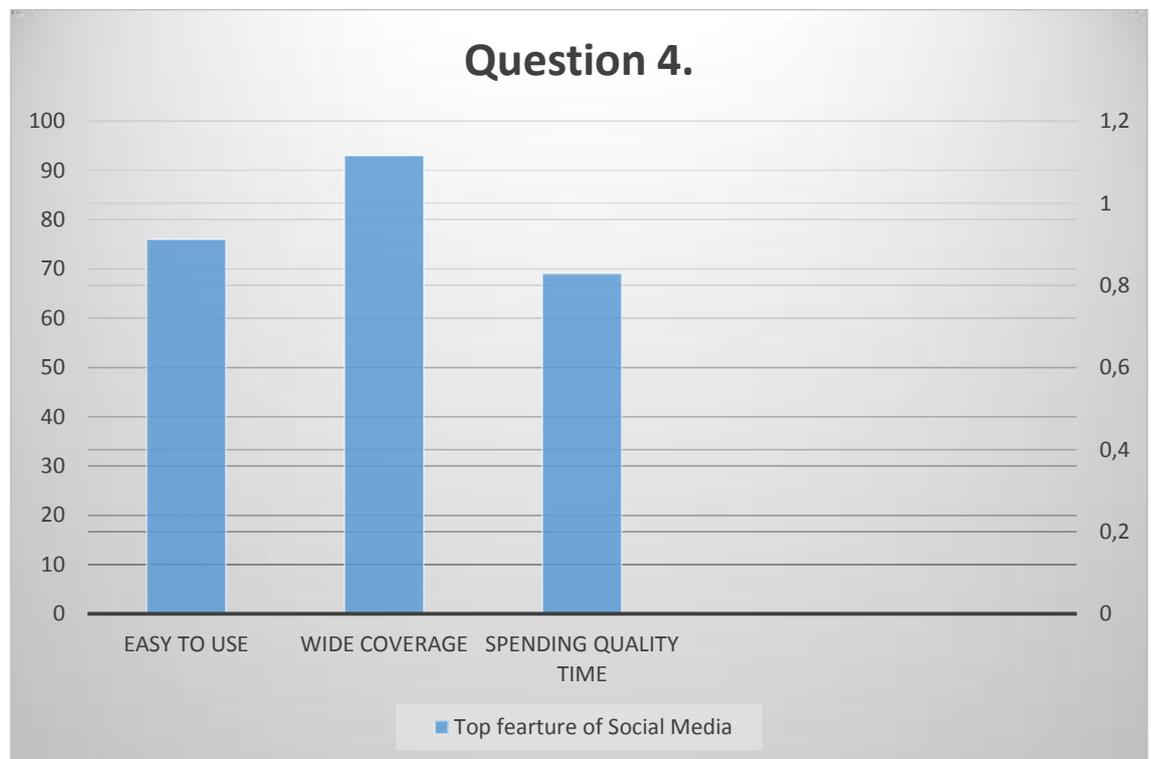
The second question was a general question about the most used social media. Obviously, the social media used by the majority of users is 69 percent in Instagram, 73 percent in Facebook, 57 percent in YouTube with 72 users, followed by the above.

Figure 3.4: Question 3. Why do you use Social Media?



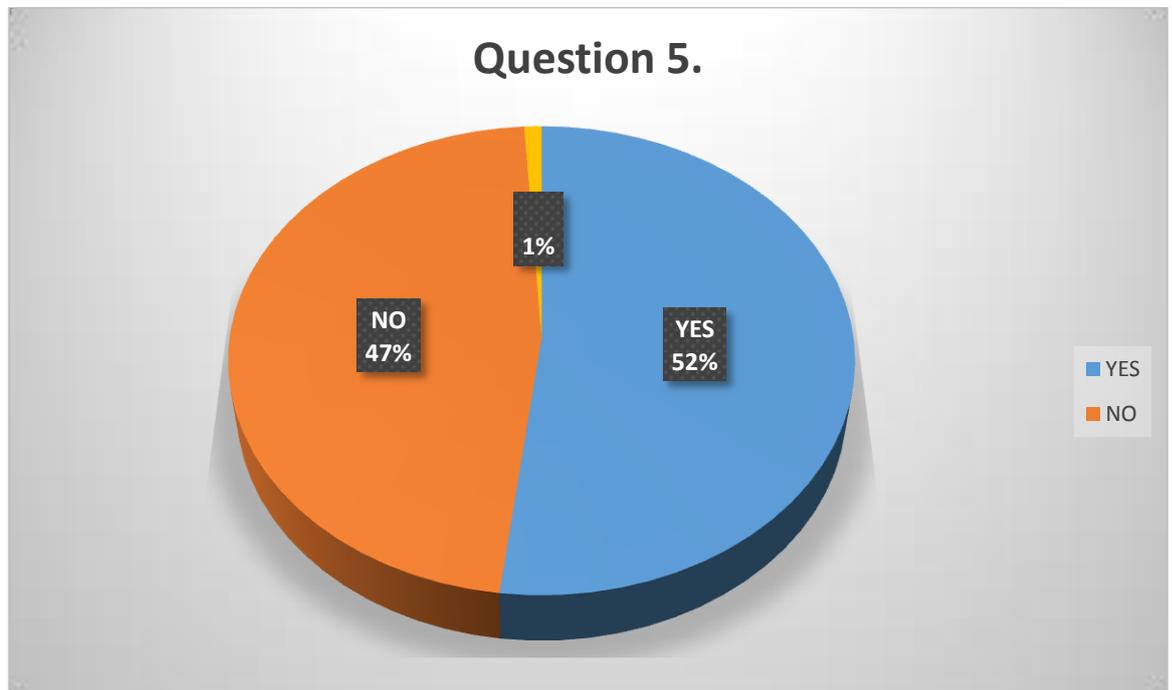
If we look at the above statistics, we can absolutely understand that people use Social Media to stay connected with their family, friends, although there are people who use social media to get various information about current events, sports, show, cinema etc. and also to use for business or study development activities and to look for work.

Figure 3.5: Question 4. Which unique feature makes your social media choice different?



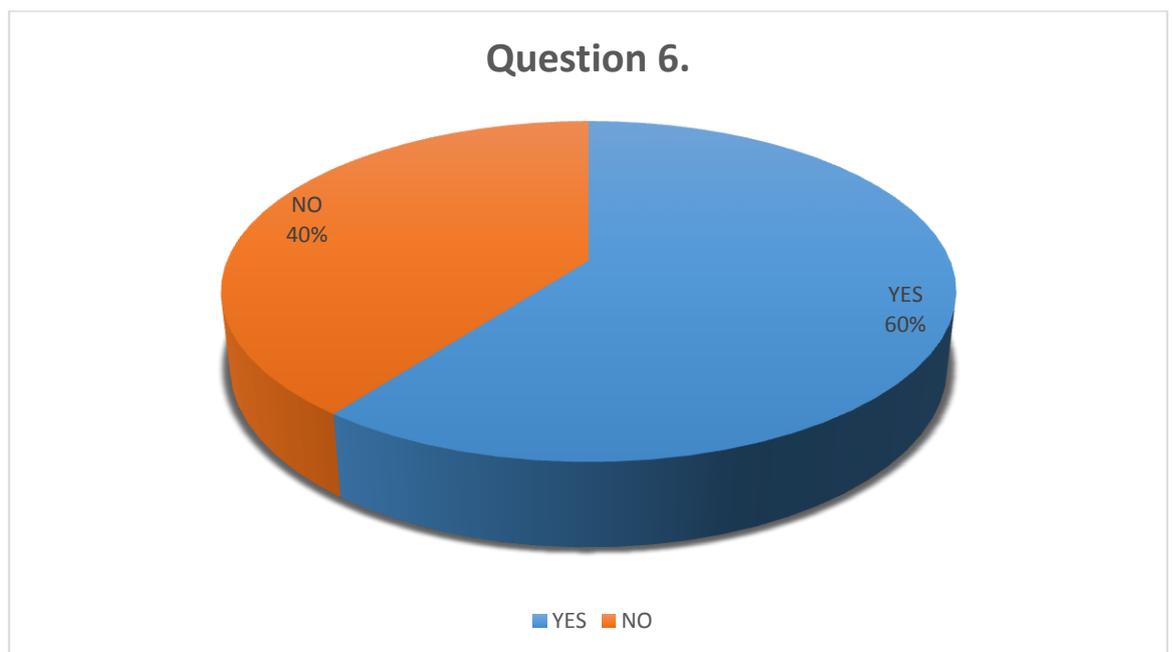
Even if you do not like a place, it may come a time when you see everyone going there, you start also to go there and start to have fun. Similarly, the most important reason why you use a particular Social Media is that everyone in on there, your group mates, your classmates, your family, friends and the people who you love, approximately 74 percent. The second reason is that easy handling in this environment is 60 percent and finally the spending quality time is calculated as 55 percent.

Figure 3.6: Question 5. Have you been invited to an activity by any social media?



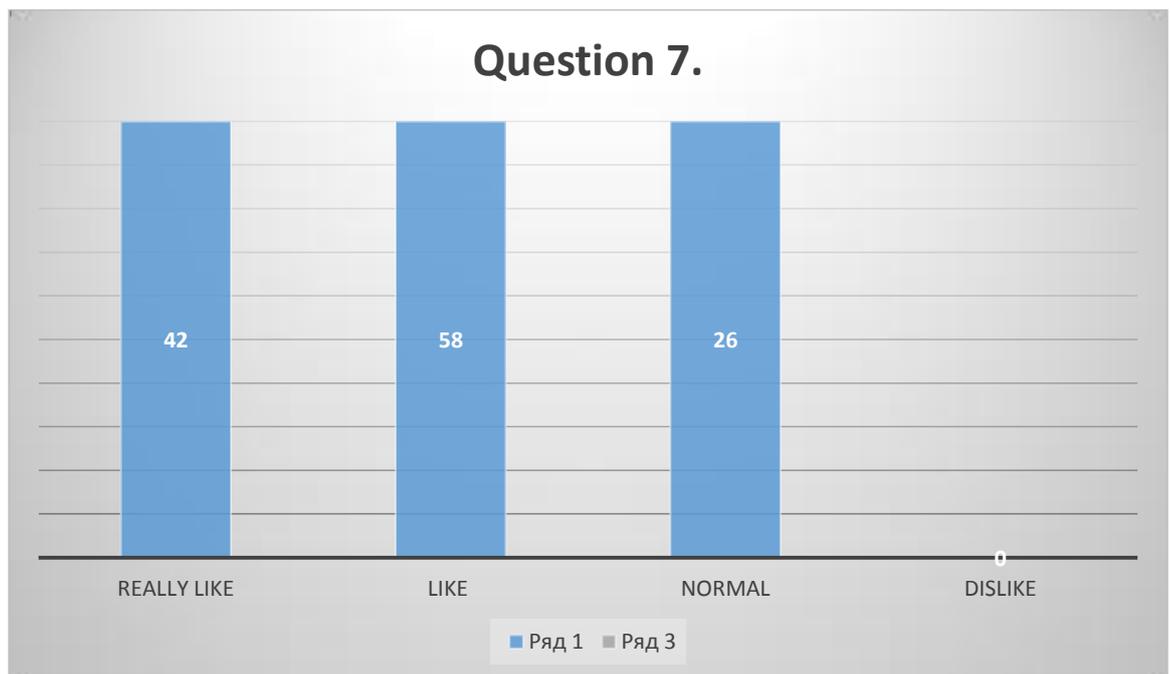
Those who are invited to an event via Social Media make up 64 people (52 percent). The others are not invited (58 person).

Figure 3.7: Question 6. Did you go to this activity?



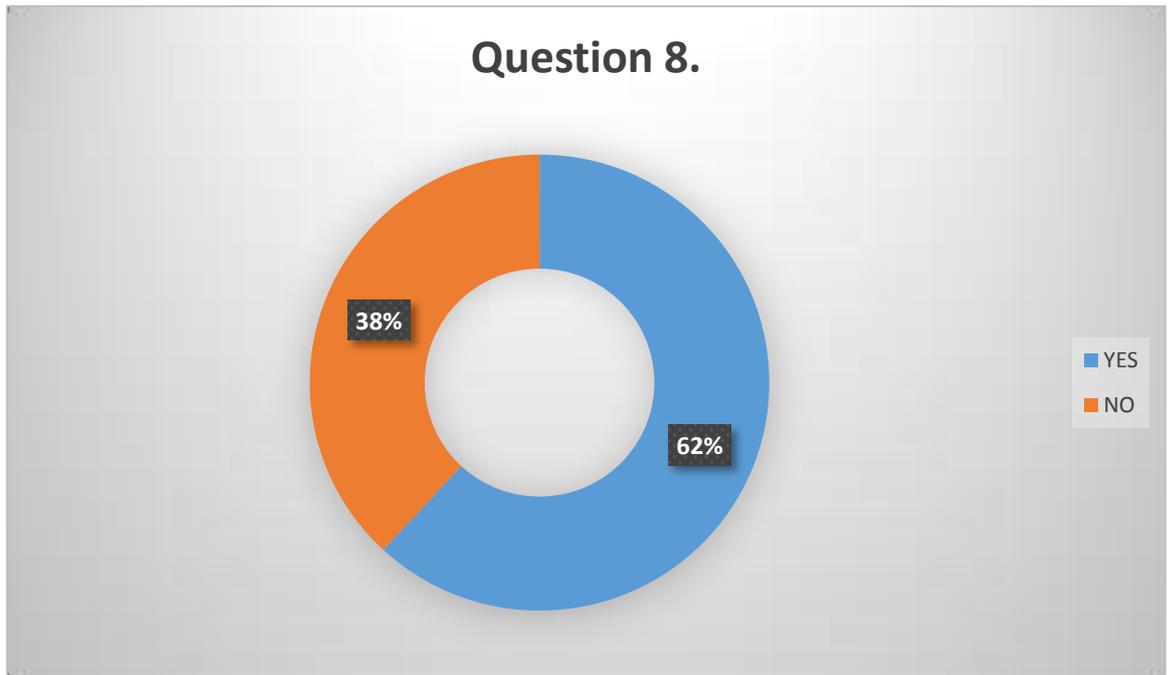
It is exciting to see 38 participants approaching nearly 60 percent at going to the event. Though there are many people who have been invited to the event but they do not go, whose number is 25 that is also 25 percent. However, the outcome is optimistic about social media and event marketing.

Figure 3.8: Question 7. Do you like the concept of Activity used in Social Media?



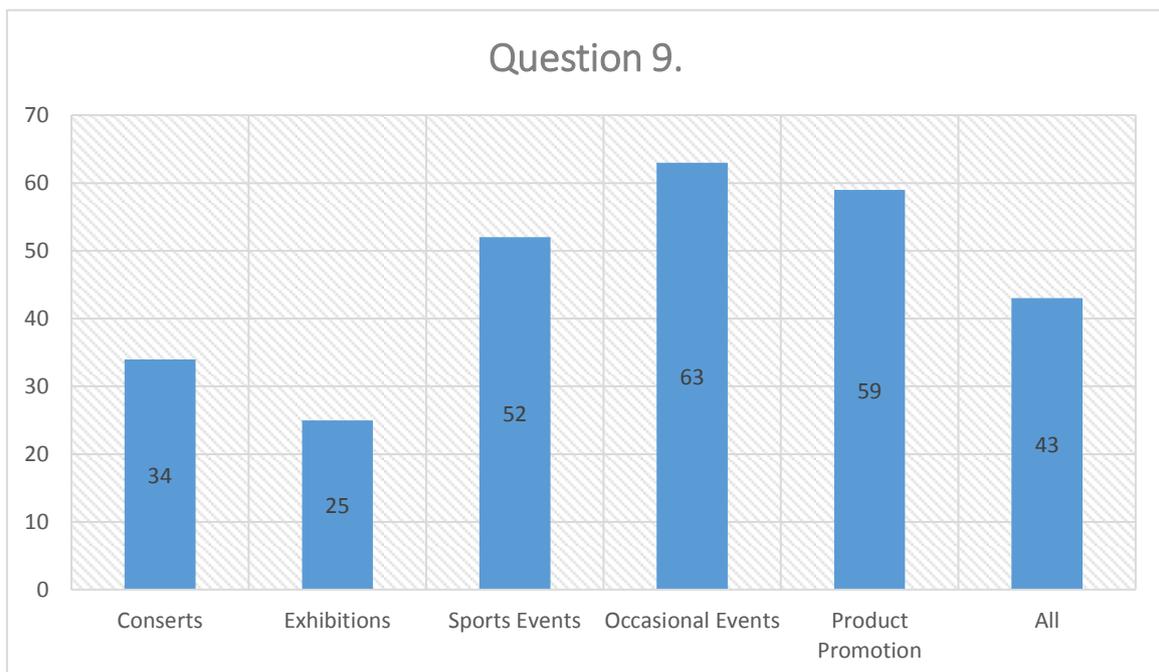
46 percent of respondents, like social media events, 33 percent really liked this satisfaction. 20 percent of the participants neither liked the concept or did not like it.

Figure 3.9: Question 8. Do you use if you have to organize an event?



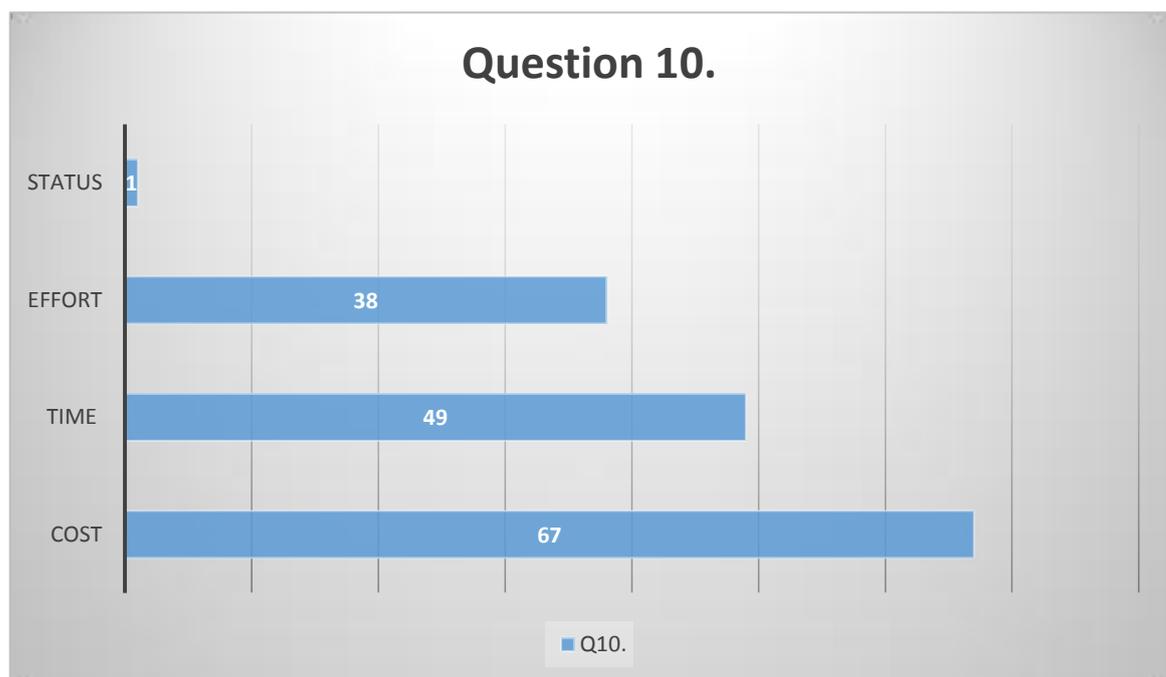
It is a bit strange that people do not use it so much, despite the concept's appreciation and admiration. While 38 percent of respondents do not use this tool, 62 percent of the participants use it

Figure 3.10: Question 9. What kind of events do you follow through social media?



This finding was interesting in terms of being able to limit people's interest, liking and liking and seeing the trends of people, including Product Promotions and Occasional Events are leading while others were lagging behind, including Concerts, Exhibitions and Sports Events.

Figure 3.11: Question 10. What is the biggest benefit of using Social Media for events?



The final question on the biggest benefit of social media events in the survey is that the majority of people are cost-beneficial. Work with time saving and lastly effective efficiency. Event organizers do not need to go door-to-door when telling their activities to people, but they can post an event on social media and people know the event.

Figure 3.12: Case Summary

Participants	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	126	100%	0	0%	126	100%

The figure above shows us the total number of participants in this survey and the results and also valid and missing values.

Figure 3.13: Gender and Education Table

Gender		Education					Total
		S	H/S	G	P/G	D	
F	Count	9	36	10	5	0	60
M	Count	10	38	9	7	2	66
Total	Count	19	74	19	12	2	126

Previously, we could see "F" for women (female) and "M" for men (male). Then we can see the level of education. "S" means school, "H/S" is high school, "G" graduate, "P/G" postgraduate, and finally "D" is doctorate. We can see real and expected numbers from the above figure.

Figure 3.14: Age Limitation Table

Gender		Age				Total
		14-18	18-25	25-35	35 and above	
F	Count	9	40	9	2	60
M	Count	10	43	7	6	66
Total	Count	19	83	16	8	126

The above graph shows us the age limit of participants. It is clear from this that the participants between the ages of 18-25 are the majority.

Figure 3.15: Material Status Table

Gender		Status		Total
		S	M	
F	Count	38	22	60
M	Count	42	24	66
Total	Count	80	46	126

The final test in this statistical analysis is done by gender and their material status factors. The status factor is defined by "S" is single and "M" means married and. Our last assumption is that gender and level of status are related to each other.

When we look at the questions on the survey, we can explain our findings as follows.

Firstly, the most optimistic and positive thing in this survey was the existence of a large population living in our country, not only the majority, but almost all of the sample of the researcher was conscious of the terms of the Social Media.

Secondly, Facebook is undoubtedly the most popular social media out there now, not just a percentage of the population uses Facebook, but anyone who belongs to any status or class in life uses Facebook and remains connected to everyone.

The third, reason is that social media is becoming very important for modern life, not the fashion or supply, but the most important reason for using Social Media. The needs of people change to connect with their loved ones, so the use of Social Media becomes most important.

Why people use Facebook, why not twitter, YouTube or other social media organizations? This question has given us the answer and we have seen that people use this media to meet their social needs because our friends, family, workplace and others are on Facebook.

The fifth question was a real forward-looking question, and at the same time it was an important question that people's point of view about social media incidents was invited to, and the majority of people were invited to social media events that interests them.

Next question related to the previous question did you go to that event? The surprising result of this study is meeting the high participation rate of the activities via social media invitation when compared with the expectations of the researchers in advance. This research is based on people who are going to activity and who say they will actually be there.

When it comes to questions about Social Media and Event Marketing, the people are comfortable and relaxed. Similarly, in this question were asked to people about the concept of Events which used in the Social Media, and a very positive response was given by all participants that they had really liked, liked or unbiased views about the concept.

The next question was asked participants to use Social Media for organizing Events. The concept is really liked but there is a gap in applying the idea that there are more people who do not use Social Media to arrange Events for themselves or their jobs.

In the end, I wanted to know the tendency of people to the events in social networks and found out that people are more inclined to Social events to engage in promotional activities, introductory products or services, as well as random events, etc. This single item can be used by business's sort and can really work for social media events to bring together potential buyers and customers.

The last question was an opinion-focused question about what we really received from a social media event a positive vibe or not because that was the greatest plus point or benefit of using them. The majority of people say it is cost effective, not only for small businesses, but also a big step for large organizations. If a person or company succeeds in controlling their costs and expenses, it is not up to success.

Looking at all the findings and figures from all these studies and statistic tests, before, we can analyze them in this study by using various factors including Gender, Education and Marital status.

Gender

When we look at the sexes and what we have observed in this survey, we can say that men or women use more Social media and social activity. It was a

minute that only one participant who did not have knowledge about social media from 126 participants was women but this number could be easily ignored.

However, Social Media is an environment in which even non-social women can use social media and stay connected with the whole world, not just with their friends and family. Now social media is moving very fast so that individuals who use social media can get information about news, general knowledge about anything.

Education

Education is undoubtedly the most important part of all the societies in the world. We can see a clear model of education compared with social media and events. Our work is divided into five levels of education. Starting from early school, high school graduates, post-graduates and finally to doctoral level.

At a glance, we could see easily the majority of Facebook and other Social Medias using their websites. However, if we only use excel and run tutorial filters and only see schools and schools, we can say that almost every subscribers uses Facebook like their number one social outlets.

Now, if you apply a filter for students and graduate students, the majority of comments are mostly same as the majority of attendees going to Facebook before, but here is another thing that the wisdom of participants using Twitter and Google+ increases. With more social media channels, YouTube has been able to do things in people's lives too.

Finally, if we look at the education at the doctoral level, we can find hardly some people who say Facebook is their number one choice. Because they have come to the fore in education and have experienced their mentality of social change. People concentrate their lives on their career goals and achievements. They get tired more to learn about the business world or current events. They

trust Twitter and other blog sites to get up-to-date information and current information.

Age

In this research, four major age limits are mentioned. Primarily, participants in the 14-18 age range include up to 15 percent of the total number.

The second age limit is the age range from 18 to 25, where the participants take 65 percent of the total.

The next age range is the range between 25-35 and 35 and older. According to these limits, a ratio of about 13 percent and 7 percent is concerned.

Material Status

In this study, there are two states of marital status (single and married). By interpreting each of these levels together, we are aware of how social media is part of their lives and how they have changed them.

First of all, regardless of civil states, the best choice of all people is Facebook, Instagram, YouTube, Twitter and finally Google +. Single social media users mostly want to make new friends and socialize each other's. The majority of people spend their days in social media.

Second level of material status the participants who are married use social media at the same time, but their reasons for using social media are changing. These people like to be in and out of the society they live in. They prefer social network to connect with other people with the same value and common will.

In this statistical analysis, the interpretation of Social Media and Event Marketing are depicted as a whole in Azerbaijan like other developing countries.

CONCLUSION

The activities that have been organized for centuries are social and cultural activities that reflect the spirit of the society, reveal the self, provide value of the places where it is made and its participants.

In our study, we have made the impact and impact area of social media and event marketing in developing countries sufficiently clear. Our research, surveys and charts show how much social media is used in these countries, how widespread social media is being used in marketing events and how effective they are.

In our research, we have found that this is not the case of the stereotypes that the number of users is less than that in the developing countries, and it is the result of the social media being used collectively in these countries as related to factors such as people's age, education level. In addition, it is possible to distinguish between the use of the content, the use of the entertainment, the work, and the learning environment in relation to the use of the content, taking into account the difference between use and active use. Social media users who spend time for all three purposes in the social media are interested in activities and participate in activities that involve their interests. Here, it is possible to see the importance of social media in organizing the marketing of efficiency and the role of social media in marketing the event.

According to these analyzes, it seems that event marketing is not a direct effect of social media implementation.

In developing countries, we can assume that differences in social media use are mainly due to age, education and cultural differences. However, it has been found that social media is more influential in the elderly people.

The aim of the research is to examine whether the social effects of event marketing are creating satisfaction from participants by taking into account the factor of participation in the event and whether or not they have formed a cheerleader as a result of this satisfaction. A total of 126 questionnaires were applied via the internet in Azerbaijan and the obtained data were analyzed.

The frequency of the participants' demographics was first examined with the data gathered in accordance with the research model and the purpose of the study. When the frequency results are considered, it is seen that male participants according to gender, single participants according to marital status, participants aged between 18-25 according to age and university student participants according to educational status are the majority. According to these demographic characteristics, participants' attitudes to event marketing and social media were measured.

It is a known fact that enough companies operate in Azerbaijan and other developing countries and are increasingly integrating these markets into global markets. In the era of globalization, in an economic system that has been overshadowed by such large volumes of international trade, international capital flows, the developing country markets also develop steadily and international experience needs to be applied to these markets. This research shows the role of social media in these countries, and the role of social media in marketing events for companies planning and investing in developing markets.

Companies that want to operate in developing markets and are now active should know the power of social media channels and its role in event marketing and apply them to their own business activities.

There is a need for successful experiments so that people can participate in events through social media. For this reason, companies should take into consideration the tastes, age ranges, cultural considerations of people when organizing events.

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