

markets, qualified workforce; for tourists - climate, sights; for investors - property prices, working procedures of sale of private property.

To generate the necessary conditions for socio-economic development and competitiveness of the region using regional marketing as a tool for regulation, which takes into account the peculiarities of the external and internal environment of a particular region and create conditions for maximum adaptation to market needs, it is necessary not only to focus on the interests of all groups, entities and needs of target markets. But just keep in mind that regional marketing is the most effective mechanism for the development and implementation of regional social and economic programs that ensure the harmonization of interests of many actors of market relations and performs system-role in the functioning of territorial socio-economic system.

Terms of regionalization economy necessitate effective use of its own economic potential of areas in the region that requires developing and implementing effective regional policy aimed at the reconstruction of the economy, attract investment, increase competitiveness, development and implementation of development strategies that are based primarily on the use of own capacity .

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IS THERE DIGITAL MARKETING IN A RESTAURANT?

Key words: digital marketing, social media marketing (SMM), social media optimization (SMO)

Recently it seemed that SEO skills, understanding context ads and the ability of analyzing Google Analytics' metrics provided uncommon CV and a decent wage, but now there are plenty of copies about the importance of digital marketing. So what is it, and is there difference between digital and internet marketing? Moreover, is it possible for owners of cafes to reach excess profit by using this tool?

In order to understand how digital marketing works, we should define the notion. Thus, digital marketing is the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media. First of all, digital marketing is a complex approach to the promotion of the company and its products. The most successful digital strategy implemented in the online stores, online training, MLM and to promote the brand of large companies and start-ups. What is left for retails, restaurants, small and medium-sized enterprises? Digital marketing tools are so wide-ranging that you can choose whatever you like to promote a business or a product.

Managers of cafes or restaurants should pay attention to SMM strategies. Firstly,

it is quite easy to understand, secondly, the ability of causing emotions is going to help you transfer all flavors from a restaurant directly to the customers' gadget. The book "Neuromarketing in action" by David Lewis provides an in-depth review of how the brain functions and the ways in which it unconsciously influences consumer behaviour, we are going to review the basis of this concept. Scientifically speaking, our brain is divided into three parts: the reptilian brain, the limbic system and the neocortex, or the visual brain.

The reptilian brain is the oldest one, it exists around 1 million years and it includes our instincts, the protection of a territory, aggression and the desire to control everything. The limbic system is considered to be the main, and therefore the most powerful generator of emotions, it connects the emotional and physical activities. Neocortex is the youngest one and it is about our mind (the ability to ratiocinate, the ability to establish a cause-effect relationship and the ability to analyze. Many advertising campaigns of large enterprises focused on the visual brain of the consumer, so it is a big mistake. In everyday life, consumers have to make important decisions, memorize information, think about the future and worry about the present so much that if we tried to write down the number of possible connections between neurons, then we would have to write the zeros for 75 years! Our neocortex is overloaded and trying to catch the potential customer with profit that is based on "ratio", many companies risk to mis-spend the advertising budget and put out their "real good offer" to dustbin of "even better offers". Let us try to understand how we should talk to our consumers. It is clear from these observations that we have to talk emotionally! Simply put, relax for a moment and imagine you are in your favorite café and you smell the flair of a warm cinnamon bun. Such an exposition doubtlessly brings a range of emotions: somebody remembers its granny who used to bake buns, another one recollects its first date and there is a woman who turned nasty and annoyed- because of these buns she had to say goodbye to her favorite jeans. It is an influence on a limbic system. Marketing managers have to put away the standard, boring and no surprise models of communication. Catering is full of inventions especially when a restaurant has the concept. Make up a story, tell your customer about dish preparation, and probably the most important is using epithets, they are potential triggers for the limbic system.

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INTERNET MARKETING TRENDS 2016

Key words: internet marketing, social network, social media marketing (SMM), social media optimization (SMO)

The main trend of Internet marketing is complexity and consistency. Combining a set of tools to attract and retain customers, such as: marketing, SEO, texts, visual contents, email newsletter, SMM, analytics.