

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.

We should strive to build a common scheme of interaction with the customer at different stages of communication.

Such integration of marketing communications is a laborious process that requires intelligence and expertise. Qualification requirements for Internet marketers are rising. The majority of advertisers and businesspeople know nothing about marketing, furthermore about digital-marketing, so, there are many of unexperienced and incompetent people, who pull the wool over client's eyes. In this situation, a clear trend is increasing demand for learning internet marketing. And, as on the part of contractors and promotion services customers.

The next trend is increasing the volume of information and variety of marketing tools. If you want to be a leader, you must track novelties from different resources (news, forums, blogs, newsletters), use your own and others experience of testing new technologies and trends.

Golden rules are still work! Of course, the big companies will inevitably need sophisticated large-scale solutions. But if we are talking about a small business, your own engage in marketing is quite possible.

Remembering Pareto principle: 20% of efforts gives 80% of result. It is important to understand what are the options for business online you have, and customize them for yourself step by step.

Studied competitors. Did almost the same landings. let it contextual advertising. Tested this option and made a profit.

Book the site, fulfill with text information, conduct or book technical optimization of site, compose semantic core and SEOing all pages according to requests, so you have already done the SEO! Then filling articles according to keywords and keyphrases, later registering site in catalogs by our own, and purchase some web links.

Learning how to work with analytics of attendance, read useful materials in the Internet, trying to improve our website. Then develop active in social networks and make email-newsletter with a series of sales letters.

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## **THE ROLE OF PACKAGING IN MARKETING**

*Key words: product, product packaging, product packaging rules*

Packaging is the face of the product. Than more attractive for the customer it will look, the more likely that he will buy this product. And very often the consumer is buying the packaging and not the product inside it. At the same time, there are cases when due to poor packaging sales fell sharply. This is especially noticeable after the re-branding of any product. Many manufacturers, in order to "win" the buyer, coming up with unusual forms of packaging.