

geographical regions.

Taking all this into consideration, conclusions can be drawn: popularity of different game genres is rooted more in personal preferences of players than geographical regions or nationalities they belong to. That is why it is more important to explore differences in personalities and modern trends, when developing and promoting new games at the global market.

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SOCIAL NETWORKS ARE LIKE ADVERTISING BUSINESS OF 21ST CENTURY

Key words: social media marketing, advertising business, main income, marketing strategy, social networks

Now the Internet forms a global information space that contributes convenience and efficiency of distribution and management of information flow regardless of the distance between the subjects and locations.

Social network is free place in the Internet that lets us publicize any information and share it with other people.

According to the report that was conducted by the portal Internet Retailer, in 2014 volume of the sales in the Internet grew since last year. And it became \$ 3.30, compared with \$ 2.60 billion dollars of USA. In the retail sector we are watching the same increase. So, website traffic of transitions from social networks increased about 5.4%. Buyers are completing their visits by purchase in more than half cases if they had referred by links to the site. [1]

According to Internet Retailer's report the overall advertising budget is grew by 144% (in 43 companies that participated in the research). It is almost \$ 18 million dollars USA in a month.

According to the research by Brand Analytics, the main audience in Russia February 2016, was predominantly women (for example, the Instagram is used by 75.7% women), age of users is from 18 to 35 years, depending on the social network. Therefore, the goods sold in the social networks should be required by people in this age. [2]

Social Media Marketing (SMM) - is the using of social platforms as a channel to promote its brand and solving other business tasks. SMM is focused on social platforms by themselves. SMM-promotion in social networks implies the generation of interesting and useful materials that users will spread by their own, raising awareness about the brand, its image and the number of registered readers.

Social media optimization (SMO) is a method how to attract traffic from social networks and blogs by competent resource optimization. SMM is not an open advertisement. It is a non-intrusive advertising, brand building communities and providing quality content, the audience will be located to you and to your offer. It is necessary to promote informal situation to make confidential atmosphere, then people will be better perceive the promoted products and services, and brand image will increase. [3]

Advertising in the virtual space can be completely different, but scientists identified its major types:

- targeted advertising
- Guerrilla Marketing

The scheme of work without direct advertising in social networks. Contact with a potential customer is established directly.

- Viral Marketing

More suitable for the spread of viral videos in these specialized social networks as "the YouTube" or "RuTube", but it is may be used for SMM-promotion "VKontakte".

- Applications in social networks

Many companies bought specially their own applications for attracting the target audience and promoting their group. It is very effective, but expensive, so rarely it is used by firms that are at the initial stage of its development.

- Articles and publications

To compare levels of advertising revenue, I decided to consider two groups in VKontakte: a small number of subscribers and with the largest population:

1. The group "Overhear in PFUR" - a group was created by the students of Peoples' Friendship University, where are 24,917 members. This group contains news, questions, photos of the life of university students.

2. "Overhear" Group - group with 3405045 members. This group has created several applications (for IOS and Android), several series of products. The group publishes the secrets and issues from all over the world, where there is Vkontakte.

Both groups are making 3 advertising post per day.

Table 1

Data on advertising in "Vkontakte" group

	Number of members	Visits, % from all members in a day	New members, number in a day	Price of advertising, rub for 1 post	Income from advertising, rub in a day
Overhear in PFUR	24917	20%	376	500	1500
Overhear	33405045	33%	3415	8850	26500

According to this table, we can make several conclusions:

1. Advertising revenue depends on the number of members and their activity.
2. If the group in "Vkontakte" is created successfully, it will be a good business that requires minimal investments.

Thus, it is possible to say that social networks are a way to create a business that brings huge income to the owner.

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DEVELOPMENT TRENDS ON THE LABOR MARKET IN UKRAINE

Keywords: the labor market, marketer, emigration of the labor force

Today, stagnation tendencies are available in the economy in Ukraine. That results in the decrease of labor force demand. Thus the percentage of emigrating professionals increased. Their majority belongs to IT-specialists, physicists, marketers, and economists. As for marketers, their share of is 30%.

The analysis has identified the most attractive countries for emigration. Figure 1 demonstrates the main countries for immigration of market specialists in terms of the year of 2016.

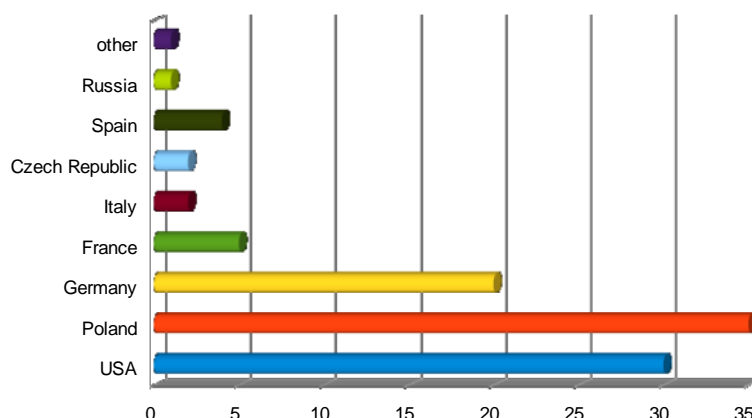


Fig. 1

Each country has a number of requirements which marketers should meet to work for one or another company. Usually, employers would like to see marketer in the age of 20, with University education, with working experience of a year or more. According to statistics, only 1.5-2% of employers are ready to hire people without experience; and experience in PR-sphere is additional advantage as well as