

## **ANALYSIS THE EFFECTIVENESS OF COMMUNICATIONS IN MARKETING**

*Key words: marketing communication, social networks, consumers, advertising.*

Most of the problems that brands face nowadays result from problems in marketing communication. Many marketers have not updated their strategies to today's consumers who are more demanding in terms of customer service, less loyal to favorite brands and more resistant to traditional marketing messages. Today occurs a decrease in the efficiency of traditional forms of marketing communications. The main reasons for this phenomenon are the rapid development of traditional advertising and the evolution of the consumer.[1]

The emergence of a large number of TV channels and radio stations has meant that the consumers stopped noticing a significant part of the information messages. Similar trends can be seen in other forms of traditional communication too. Mail and press advertising are not attract the attention of consumers as before.

In addition, consumer attitudes to advertising information seriously changed. People are tired of the persuasive advertising. It is perceived by irritant and generates massive distrust of advertising information.

The emergence and rapid development of the Internet became a breakthrough in the development of information technology and marketing communications. In addition, the emergence and popularization of social networks fundamentally changed everything.

Today, many companies have used social networks for work with customers. They organize communities and create corporate pages, which are analogous to the corporate website. Social networks allow companies to communicate with interested users, build long-term relationships with their customers, build loyalty, manage reputation, increase sales and solve many other problems of business development.

In accordance with the statistics, 95% of all Internet users go to social networks and hold conversations about products, companies, services, share their opinions and impressions every day. As a result, even a member of the network community may affect the company's reputation, expressing a positive or a negative review. After all, 87% of social network users more trust more the online opinion than the official information. [2]

Social network is an excellent marketing platform for promotion service. The event organizers, convention centers, hotels are increasingly using social media to promote their companies and services. On the pages in social networks published various reviews and comments, posted photos and video, presentation materials etc.

Currently, social networks with geolocation are becoming increasingly popular, such as Foursquare. By taking into account the places where a user goes, the things they have told the app that they like, and the other users whose advice they trust,

Foursquare provides recommendations of the places to go to near a user's current location. Foursquare lets the user search for restaurants, nightlife spots, shops and other places of interest in their surrounding area. The app displays personalized recommendations based on the time of day, displaying breakfast places in the morning, dinner places in the evening etc. Recommendations are personalized based on factors that include users check-in history, their tastes and their venue ratings and according to their friends reviews. Thanks to the geolocation feature, companies can allocate potential consumers in the context of place and time and more effectively influence consumer preferences. [3]

Another feature of advertising on social networks is that most users are feeling comfortable during communication. That creates favorable conditions for placing advertising messages.

An interesting, varied and targeted content is the driving force of social networks. It is therefore necessary to place announcements of upcoming events, post-release activities, post photos and videos, engage with the community, monitor and quickly respond to negative reviews, encourage positive comments and repost information, discuss problems, to collect ideas for company development and contact with top bloggers.

References:

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**Ivanova O.**  
**Kovrov O., Klimkina I., research supervisors**  
**Kostrыtska S., language adviser**  
**National Mining University**

## **ENVIROMENTAL AUDIT FOR INCREASING THE SAFETY OF INDUSTRIAL TAILINGS IN UKRAINE**

*Key words: environmental audit, environmental policy*

The main goal of the National Environmental Policy of Ukraine is to guarantee constitutional right to a safe environment to the citizens. In the context of sustainable development, the “greening” of the production is a dominant requirement for assurance the environmental and population health.

“Environmental audit is a documented independent systemic process for auditing an environmental object that includes collection and objective evaluation of