

gathering information is usually the most expensive phase of the study. In addition, during its implementation quite a large number of errors may be created. Analysis of the marketing research data begins with the transformation of the source data (introduction to computer, checking for errors, encoding, representation in matrix form). This allows to translate the mass of raw data into meaningful information. Next is the statistical analysis (average value, frequency, regression and correlation, analysis of trends, etc.).

References:

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## **INFLUENCER MARKETING. HOW TO FIND THE BEST INFLUENCER?**

*Key words: marketing strategy, influencer marketing*

Influencer marketing is a marketing strategy that utilizes the trust and expertise of subject matter experts to communicate a brand’s message to a particular market segment. People trust opinion leaders, because they seem to be impartial, and their recommendation is taken as friendly advice.

What’s an Influencer and What Can They Do For You?

One of the tenets of successful influencer marketing is very much understanding WHAT you want influencers to do for you BEFORE you find and recruit them.”

There are the eight primary influencer behaviors.

1. The Megaphone. They will spread the word to their audience.
2. The Reporter. They’ll cover any of your events just like a journalist.
3. The Face. They’ll become a spokesperson for your brand.
4. The Connector. They’ll introduce your brand on social platforms.
5. The Creative. They’ll create content for your brand.
6. The Designer. They’ll assist with creating new products/services for your brand.
7. The Neighbor. They’ll spark and facilitate conversations in your brand’s online community.
8. The Defender. They’ll support your brand whenever there is a PR disaster.

Where Can My Influencer Be?

After you've identified your influencer and determined your needs, you can officially begin your search. The first place to start is to just do a search inquiry on Google. Besides publications, you should also search for blogs in your niche. Once you find these blogs, reach out to the owner and start building a relationship. You also do a little monitoring on social media. Once you have identified potential influencers, make a list and start getting in contact with them.

**Grab the Attention of the Influencer.**

By getting in touch with the influencer, don't send them a quick email or message on a social channel and asking them for a plug. You have to grab their attention by anything from sharing their content, commenting on their social channels, or giving them a shoutout in one of your articles. Try to mention them in a guest post or on your own website. Influencers are usually enthusiastic about their niche, but that doesn't mean they don't have bills to pay.

**Do Your Own Thing.**

Instead of copying someone else's approach, focus on the content you're producing. This means creating quality content that is also compelling, original and designed specifically to attract the attention of influencers in your industry.

Finding the right influencer for your marketing campaign takes a lot of hard work, networking, and patience. But, if you establish goals, know what type of influencer you're looking for, woo them, and create amazing content, you'll be on the right track.

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## **SURVEY OF MODERN eCOMMERCE**

*Key words: Internet, online trading, e-commerce, online store.*

Late 20 - early 21 century are called the digital era, or the era of the Internet, which quickly spread to all areas of the economy, business and society in general.

The process of expanding the number of active Internet users, due to the dynamic development of network infrastructure and new technologies of mass communication, provides a brand new way of consumption, opens new opportunities for consumers access to goods and services. The number of people using the Internet is growing by the minute, thereby causing a sharp increase in Internet commerce infrastructure.

Despite the fact that Ukraine Online shopping is a pretty young sector of the economy, but demonstrates the extremely rapid development. However it still cannot be equated with ordinary retailers because only 3,1-3,2% of total retail trade was made by e-commerce by the end of 2014 [1].

Today in the Ukrainian Internet space can be found about eight thousand online stores, but only about 300 have significant circulation of goods.

The most popular products for Internet commerce in Ukraine are: electronics