

Customer segmentation can help you develop more focused marketing messages that are customized to each of your segments. Also, note that for each segment will run its own promotion period, communication channel, amount of discount etc.

Managers have to keep in mind the fast pace with which people change their buying behaviors and needs, so companies need to be flexible when employing the strategy, remaining consistently able to up-date it.

Note that consumer orientation is not a marketing philosophy only, but it is a dominant business philosophy and it deserves many practical implications for better managing. Company can achieve its goals effectively by practicing consumer orientation philosophy. Consumer orientation leads to consumer satisfaction. Satisfied consumer buys more quantity of company's products and satisfied consumer buys the company's products more frequently.

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USING INSTAGRAM FOR BUSINESS

Key words: instagram, business, profit, tips, hashtags, trust, collaborate, improve

Instagram is an online mobile photo-, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and more. Today, in November 2015, there are approximately 400 million monthly active users. And more than 75 million use Instagram daily. It has quickly gone from a trendy iOS-only app, to a massive social network with any platform and web presence. And the main thing is that it hasn't shown any sign of slowing down. Hope you will consider using Instagram to improve your business.

The main problem is how to make your business Instagram account profitable. After all it's the main objective here. I made a research and made some tips for those who want to start a business Instagram account.

1. Use Hashtags. I know what you're thinking—not hashtags again! And while it's true that hashtag abuse is a serious problem, hashtags play an important role in Instagram engagement. Max Woolf (a Software QA Engineer) analysed over 120,000 Instagram photos to determine whether a correlation exists between hashtags and likes. He found that the more hashtags an Instagram photo has, the more likes it gets. Why? Because hashtags give photos a larger reach.

2. Build Trust. Intrigue your subscribers. Encourage your Instagram community with free professional advices and recommendations. Create a resonance with some fun related posts. Post some photos of how your product is done or of your team who also works on the product. Show how everything is done. Brainstorm ways you can offer value to your Instagram followers. Post a photo of people who buy your

product.

3. Connect and Collaborate. What better way to build brand awareness than to have an influencer promote your product? Like other social platforms, Instagram has communities related to pretty much any industry. For example, Instagram has a large number of makeup experts that, as a group, garner tens of millions of fans. Makeup company Sigma used that community to their advantage by contacting influential members and sending them samples in the hopes of a product review. How does giving away free products to influencers help Sigma? Consider this example. If a makeup expert posts a picture of a dazzling new look and notes that they used Sigma products, you're more likely to buy Sigma products if you want to replicate the look. Plus, knowing that an expert recommends the product influences perception—it must be good if the pros use it!

Experiment with a different number of posts each day, at different times of day and then measure your results. Keep testing and tailoring and over time you'll find the perfect formula for you. As a business, the possibilities for thriving on Instagram are endless. With dedication, patience and creativity, this social channel will increase your brand awareness and introduce you to new leads and customers.

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ANALYSIS OF THE MARKETING COMMUNICATIONS OF THE COMPANIES (DANCE SCHOOLS) AT THE MARKET OF DANCE SERVICES IN DNIPRO CITY

Key words: development, promotion, marketing communication complex, dance services, event marketing.

Contemporary dance services market in Dnipro City is submitted by dozens of schools, which are offering to learn not only standard dancing streams such as: Hip-Hop, House, Dancehall, but also the new styles which have been arisen recently: Waacking, Jazz-Funk, Vogue and so on. The mass interest in modern dance began to appear in 2004 with the advent of Some TV Show, for example, « », « », « ». Therefore, consumers are now aware of the specifics of styles and modern dance.

At the present stage of development, companies that are providing such types of services must follow a number of terms and conditions to meet better the consumers' needs. Among them: availability of infrastructure (equipped gym, convenient location of the school etc), positive reputation and possibilities for realizing of schemes of extra incomes, organizing master classes, festivals, championships, concerts and so on. Also, to keep the potential costumers continuously informed is necessary.

Implementation of a number of conditions is achieved through a set of marketing communications. The complex of marketing communications - a set of