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## **MARKETING MOVES FOR A BUSINESS**

Fedor Ovchinnikov a businessman from Syktyvkar attracted more customers to his bookshop thanks to a blog. Learning how to blog is a great way to either promote a business or earn money. Blogs can be used to get the attention of search engines and drive traffic and interest toward a business.

Interesting marketing moves depend not only on creativity, but on how well they correspond to the target audience, which is needed to business. Special mobile or computer application are developed to colourfully prescribe services, goods and products of the company. Mobile marketing has truly come of age today. With the advent of several types of mobile games mobile marketing game is coming to the fore. It has been discovered that advertising in the mobile gaming industry can give a tremendous opportunities. It is expected that this aspect of mobile marketing will be booming in the very near future.

The “gold” of any business - is loyal customers. Whether it is a grocery store or a beauty salon, in any case, the result of good work is that the person comes back to the store again and buys the product or uses the service once again. Such an interesting marketing step is offering personalized discounts for regular customers. Businesses use discount pricing to sell low-priced products in high quantities. With this strategy, it is important to cut costs and stay competitive. Large retailers are able to demand price discounts from suppliers and make a discount pricing strategy effective.

The fact is that nowadays applications for computers, telephones and other gadgets are in huge demand. They are also considered to be an interesting marketing move, coupled with the application, but this time it is not a game. Online marketing is a huge part of growing online business. However, opportunities available for offline marketing to supplement the promotion you done online should not be neglected. Online marketing offers a global reach to a wide customer base. However, offline marketing helps to build relationships, establish loyalty and create credibility. Those things all help to significantly grow online business.