

the use of new mobile technologies.

Traditional mass channels such as television and radio, are losing effectiveness because of the abundance of similar and monotonous advertising. Proven direct marketing techniques to rapidly grow in value and become inconvenient for communication. To eliminate these threats by using a new direct channel – the mobile phone. The prevalence of cellular communication allows to establish contact between the consumer and the seller. Mobile advertising is a new concept in the market and denotes the set of activities related to the promotion of goods and services using different mobile communication technologies.

The rapid development of new information technologies became the basis for the growth of the mobile advertising market. New technological innovations appear almost on a monthly basis and the set of features that characterize the phones have gone far beyond the traditional needs. From this point of view mobile marketing is both the most widespread. In addition, it can be used as a tool of marketing research.

Therefore, we can conclude that the prospects for mobile marketing is significant and they are growing. Most famous brands are planning to introduce mobile marketing and advertising purposes. In the workplace people a variety of mobile devices, whose functions are developing every day. That is why today is so appreciated the opportunity to get in touch y any time and from anywhere in the world.

Mobile marketing provides key opportunities for brand promotion, advertising campaign and sales as well as mobile information easily and with minimal cost gets to the desired destination.

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PERISCOPE AS A NON-BUDGET PROMOTION OF BRANDS

Key words: non-budjet promotion, personal brand, audience, social media, Periscope, Ryan Bell.

It has long been known that the classical methods of promotion are not effective as they used to be. Today, new media with a wider audience is a new opportunity to promote your company or brand. The audience in the new social network actively responds to the message that the company is trying to convey. The main reason is that the social network had not oversaturated business activities and advertising yet. One of these new social networks is a Periscope, which just gaining momentum among the other social media.

First of all, Periscope program is communication, the expansion of contacts and acquaintances, sales geography. This application makes it possible to widely popularize the personal brand. In this platform successful businessmen promote their company or yourself, you can draw on their experience and skills. Periscope allows you to watch live video lectures of experienced salespeople and coaches, from which

you can also draw useful information. You can observe the actions and activities in conjunction with the periscope commonplace activities: on the road, or in the evening, while lying on your sofa, combining leisure with education.

The most important is the Periscope own broadcast. You can very advantageous to provide the public his personal brand. Consideration should be given a presentation to the smallest detail and run it in real time. It does not require any cost, unlike a commercial on TV, and your audience will immediately respond to you. To understand the reaction of the audience and its representation of you, you should answer the questions of potential customers in the broadcast, and to study their comments. It is also necessary to make the "hearts", they affect your rating. The more of them you will put, the higher your popularity, therefore, more and more people learn about the brand.

These big brands like Red Bull, Spotify, Applebee's, SanDisk, Doritos, Southwest Air, Adidas, Nike, Hootsuite, UFC and Elle Magazine, is already testing the app Periscope. In the near future it is expected more and more well-known players on this platform.

This trend proves that brands have a chance to have time to take this niche before it is filled to 100%. Plus, many brands already have an account on this site, but still do not enjoy it, have taken a wait. Now is a good time to start advertising on the Periscope and conquer their audience.

The undoubted advantage of social Periscope platform is that it gives the opportunity to create the user a sense of security and the reality of the brand. The founder of the social network Periscope Ryan Bell is certainly confident in significant marketing potential of its own product.

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CURRENT UNEMPLOYMENT SITUATION IN UKRAINE

Key words: unemployment, economically active population, unemployment rate, of underproduction of GDP.

Unemployment is a complex social and economic situation, in which a part of the economically active population does not have any jobs and earnings. It arises when an offer of labor is higher than the demand. According to definition of the International Labour Organization unemployed population is the population within the age from 16 to 70 who do not work but look for work actively being ready to start working in the near future.