

Students are unique segment of consumers. They strive for express themselves by any ways. They are usually influenced by academic groups, collectives and other people for everyday communication. Students will choose the different youth shops of the miscellaneous brands, search for themselves, try themselves in everything, until it'll be possible. They prone to pulsed purchase more than other people.

Something more new, something more interesting appears every day and students want to test that more than other youth. Modern brands play with it, calling test something new, not to lag behind, not to take pause. This acts very much effectively often.

Working people are other case. Different rules, different dress-code are used on different enterprises. The marketing service's able to guess their behavior and choice depending on sort of activity and existing dress-code. Marketing won't influence on this group of the population because working people are limited in possibility of the choice. Marketing efforts of brand will completely be deleted by dress-code of the enterprise-mercenary.

So it's obviously students are the most profitable auditorium for concentration their marketing efforts because they are dynamic, have less restraining factors and will be the most sensitive to marketing lead of the brand.

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HOW TO ADVERTISE ON VK.COM: USEFUL TIPS AND IMPORTANT RULES

Pavel Durov launched Vkontakte in 2006. And as it always happens, the success of the Russian social network led to the development of the Vkontakte advertising market. Vkontakte, which turned into vk.com, has become the number one Russian social network. According to the recent information, Vk has got over 250 million unique visitors per month. Opportunities are huge because VK.com has already got over 200 million registered users and over 42 million visitors a day.

So how can we reach our potential customers? As for today, the Vkontakte Advertising Marketplace offers two types of advertising:

1. Targeted ads, appearing on the private newsfeed (which usually consist of a title, an image and a short caption. Very similar to display ads on Facebook, VK Targeted ads appear on the left side of the page and are offered on a pay-per-click or pay-per-view basis). Using the multitude of targeting settings, you can select the target audience that you would like to show your ad to. Please note the counter at the top, it shows the number of users who will be able to view your ad

according to particular targeting settings. The payment is based on geography (city, country), demography (age, sex, relationship status), personal interests, education and Work, additional parameters (devices, operational systems, browsers) etc.

2. Paid post marketplace, to advertise on communities. This is the type of advertisement to promote pages through publications that community-owners can post on their timeline. Advertisers directly pay V Kontakte, which gives the money to the community-owners, after keeping a 20-to-40% fee. In this case, ads are not marked anyhow as an advertising, so for the community followers it is just shown as a regular community content. There are two basic types of this kind of ads such as original post, created ad-hoc for that community by the advertiser and re-posting of an existing post from the advertised page.

In both cases, after the post is approved for placing it cannot be changed.

Of course, advertiser should search and select the most appropriate community – with topics consistent with their objectives, a good amount of subscribers, geography and other characteristics. Payment is based on coverage, total number of subscribers and other factors.

In the conclusion, we should use the VK.com as a base of our product's promotion. In the time if technological progress and Internet, Vk.com can become the main advertising field among all means of promotion.

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NEUROMARKETING

Neuromarketing is a fascinating symbiosis of marketing and the science of people, it is the key to our subconscious thoughts, feelings and desires. Neuromarketing is a tool that helps explore these thoughts and emotions that awaken us to make a choice in favor of a particular product.

Neuromarketing is not based on assumptions, but on the study of sensory-motor, cognitive and affective reactions that consumers respond to various marketing incentive.

Neuromarketing allows scientists to find out why consumers make certain decisions, and what part of the brain tells them to do it. Through this neuromarketing initiated a real revolution in the world of advertising.

This new science appeared when the advertising world was convinced that the questioning of the audience in order to study its habits, lifestyles and opinions about the advertised product is not always a true information. The main task of neuromarketing is remove this truthful information directly from the brain.

To do this, researchers use resource such as: