

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:

- Functional magnetic resonance imaging (MRI) - allows you to measure changes in activity in different parts of the brain;
- electroencephalography (EEG) - to measure activity in specific regional range of the brain response;
- different biometric sensors – helps to measure changes in heart rate, respiratory rate, galvanic skin response, etc.

Due to a brain scan was opened curious fact, known to all marketers today: inscriptions on cigarette packets about the dangers of smoking, which carry a threatening information not deter smokers, but rather encourage them to smoke, exciting part of the brain that is responsible for formulating a response to pleasant sensations.

Furthermore, medical research has shown that consumers in selecting a specific product, brand, product management of all five senses, not just one. Can every second show in a commercial vivid pictures, attracts the eyes of the consumer, but he does not remember any of them, because his attention was drawn entirely sound of opening the bottle, just one of the accompanying pictures.

Market research wasn't going away, but it was about to take a seat at the neuroscience table and in the process, take on a brainy new look.

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MARKETING THEORIES – THE MARKETING MIX – FROM 4 P'S TO 7 P'S

Marketing is a continually evolving discipline and as such can be one that companies find themselves left very much behind the competition if they stand still for too long. One example of this evolution has been the fundamental changes to the basic Marketing mix. Where once there were 4 P's to explain the mix, nowadays it is more commonly accepted that a more developed 7 P's adds a much needed additional layer of depth to the Marketing Mix with some theorists going even going further.

Before we get carried away though what is the Marketing Mix and what is the original 4 P's principle?

The marketing mix

Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 P's have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960 (You can see why there may have been some need to update the theory).

The marketing mix 4 p's: