

- Sales promotion;
- PR;
- Direct marketing and other.

The Friends EC uses a SEO and a contextual advertisement in the Internet, a printed and an outdoor advertisement, the elements of sales promotion as such as providing product sample and prizes, the PR and telemarketing.

The school must pay attention to:

- 1) SMM and
- 2) Discounts.

The Social Media Marketing will help increase school recognition and owing to discounts, the school can increase sales.

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## **GAMIFICATION AS A WAY TO CUSTOMER RETENTION**

*Key words: gamification, reward, pleasure.*

Gamification – is the usage of game technology in non-game situations when the mechanics of traditional games is applied to unusual concepts, for example, during the work with clients.

The reason why the game is so popular – the reward. Compensation may be significant, material or abstract, for example, a sense of the completed task. But the result is the same: the release of adrenaline into the center of our brain's pleasure. When a person gets pleasure from a reward, it outweighs the sense of wasting money.

Whatever your sphere of application, there are a few basic tools of gamification: points, board of honor, and competitions with prize money points, and targets and ratings – so it was interesting to return to the game.

Three of the most popular types of rewards:

1. Points – are used as a reward for a variety of actions, profitable company. Such method works well for small and relatively minor purchases. For example, the loyalty program "EVA MOSAIC" the network of "EVA" stores, in which the buyer receives and collects bonuses for purchases, which are then free for using and clients can use them when they go shopping.

2. Achievements – this approach requires from participants certain achievements, to get a well-deserved bonus. For example, the action of the "Rastishka" "Pick the world map – and study animal", to collect a world map, you should buy a certain number of products and only then the goal will be achieved – a reward.

3. Competition – people love to compete. Therefore, customers are competing with each other for a place of honor leader. This, for example, a promotional action from the "Kinder, when for a certain amount of collected labels, the first 9,000 people receive hoodie.

Thus, gamification works because everyone wants to play and receive gifts – it is human nature. We want to compete with others, to crave awards and want our achievements are noticed.

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## **MODERN MARKETING: PERSONALIZATION**

*Key words: personalization, marketing campaign, target audience.*

Modern marketing is moving from globalization to personalization. Marketing strategies are becoming more localized and individualized as consumers actively resist universalization of society. Personalized marketing helps to explore the needs of a particular customer, to refer to him in view of what will be of interest and positive reactions, and sell him, so that he will buy with a high probability.

A striking example of personalized marketing is the Coca-Cola campaign. From 2011 to 2014 Coca-Cola Company conducted a marketing campaign "Share a Coke" with "registered" and personalized cans and bottles for 80 international markets.

The campaign's success justified with clearly defined target audience and operating habits of the audience. Share a Coke was aimed at teenagers and millennium children for whom the communication in social networking sites – is the absolute norm. The unifying regularity in many markets and decisive campaign success factor was that people used the personalization not only to gratify vanity, but also to express the love to close people.

Judging by the indicator of company's sales, the appeal to the customers by name, and a call to share with someone Coca-Cola have revived interest to the drink and helped to lift sales in US dollars by 2.5% during the summer period. The volume of sold drinks increased during the same period by 0.4% after 11 years of steady decline.

Personalization – is not just a customer preference in communion with him. Personalization – is the establishment of a contact on a more emotional level, the rejection of roles, "the seller – the buyer" in favor of a more personal relationship order.

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