



Fig. 1 The popularity of operating in Ukraine

These positive aspects led to great demand among all age group. This study despite the other operating systems gaining popularity, Windows will still be in demand in Ukraine.

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THE ROLE OF REGIONAL MARKETING IN STIMULATING SOCIO-ECONOMIC DEVELOPMENT

Key words: regional marketing, management, socio-economic development, development strategies.

Concept regional marketing can be called one of the most successful concepts of modern management. The use of marketing techniques is one way of studying the socio-economic situation of the region, the impact on him and software quality management solutions. This allows you to identify trends and create a strategy for the region. In broad terms, regional marketing - a system to attract to the region new economic agents that contribute to the prosperity of the region.

Regional marketing objective is to create new and enhance existing benefits for the region to attract economic agents can improve the welfare of people in the region. Product Marketing identifies and brings to customers the unique properties of the product, identifies regional marketing and partially creates unique characteristics of the region that could be useful to his subjects, for entrepreneurs - the closeness of

markets, qualified workforce; for tourists - climate, sights; for investors - property prices, working procedures of sale of private property.

To generate the necessary conditions for socio-economic development and competitiveness of the region using regional marketing as a tool for regulation, which takes into account the peculiarities of the external and internal environment of a particular region and create conditions for maximum adaptation to market needs, it is necessary not only to focus on the interests of all groups, entities and needs of target markets. But just keep in mind that regional marketing is the most effective mechanism for the development and implementation of regional social and economic programs that ensure the harmonization of interests of many actors of market relations and performs system-role in the functioning of territorial socio-economic system.

Terms of regionalization economy necessitate effective use of its own economic potential of areas in the region that requires developing and implementing effective regional policy aimed at the reconstruction of the economy, attract investment, increase competitiveness, development and implementation of development strategies that are based primarily on the use of own capacity .

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IS THERE DIGITAL MARKETING IN A RESTAURANT?

Key words: digital marketing, social media marketing (SMM), social media optimization (SMO)

Recently it seemed that SEO skills, understanding context ads and the ability of analyzing Google Analytics' metrics provided uncommon CV and a decent wage, but now there are plenty of copies about the importance of digital marketing. So what is it, and is there difference between digital and internet marketing? Moreover, is it possible for owners of cafes to reach excess profit by using this tool?

In order to understand how digital marketing works, we should define the notion. Thus, digital marketing is the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media. First of all, digital marketing is a complex approach to the promotion of the company and its products. The most successful digital strategy implemented in the online stores, online training, MLM and to promote the brand of large companies and start-ups. What is left for retails, restaurants, small and medium-sized enterprises? Digital marketing tools are so wide-ranging that you can choose whatever you like to promote a business or a product.

Managers of cafes or restaurants should pay attention to SMM strategies. Firstly,