

Thus, it is possible to say that social networks are a way to create a business that brings huge income to the owner.

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DEVELOPMENT TRENDS ON THE LABOR MARKET IN UKRAINE

Keywords: the labor market, marketer, emigration of the labor force

Today, stagnation tendencies are available in the economy in Ukraine. That results in the decrease of labor force demand. Thus the percentage of emigrating professionals increased. Their majority belongs to IT-specialists, physicists, marketers, and economists. As for marketers, their share of is 30%.

The analysis has identified the most attractive countries for emigration. Figure 1 demonstrates the main countries for immigration of market specialists in terms of the year of 2016.

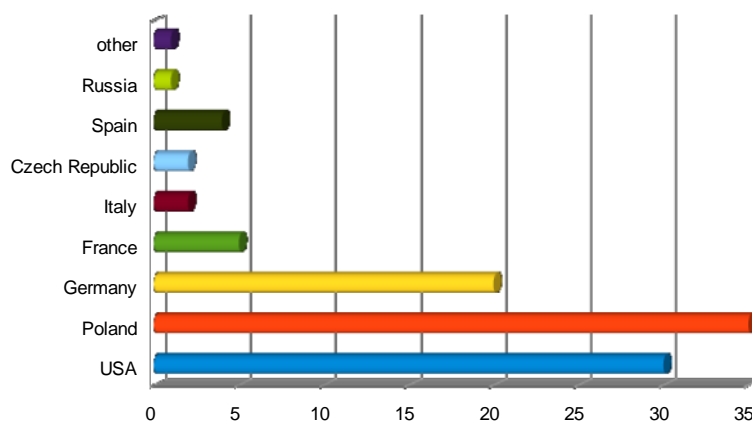


Fig. 1

Each country has a number of requirements which marketers should meet to work for one or another company. Usually, employers would like to see marketer in the age of 20, with University education, with working experience of a year or more. According to statistics, only 1.5-2% of employers are ready to hire people without experience; and experience in PR-sphere is additional advantage as well as

knowledge of the tools to analyze competitors and market, creativity, literacy and mindfulness.

Responsibility of the marketers is to promote and support company image, planning and implementation of advertising and PR-companies, active interaction with the developers of web-sites to improve the activities of the company. Important requirement is the language of the country you work in or English at upper-intermediate level.

And of course, your focus on result is very important for the company.

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THE RELEVANCE OF ONLINE ADVERTISING

Key words: marketing, internet, internet advertising.

In today's world of internet advertising every year is becoming increasingly important. Advertising on the Internet requires fewer resources than traditional media advertising. The user gets access to the content, but not limited timeframe, when he pleases, and anywhere where there is internet access.

Internet access is becoming more accessible to users, quickly growing number of Internet users on mobile devices after the launch of 3G networks the largest mobile operators in Ukraine, from which increases the audience of Internet advertising.

According to Research Company ZenithOptimedia "media consumption", the people of Ukraine is carried out every day in front of TV 125.9 minutes on the Internet - 66.9 min According to the forecast, for 2017 these figures were 121.5 and 70.2 minutes. For comparison: in 2010 they were 147.2 and 38.7 m On Google's Consumer Borometer data, 28% of Ukrainians go online when watching TV.

Internet audience is clearly structured. Internet allows you to access the narrow segments, placing ads on niche sites with a specific audience, demonstrate treatment based on the search query, or only a certain age group. Tools Internet advertising allows the advertiser the most efficient use of funds.

Advertising on the Internet allows different introduce a product or service in the form of text or audio, visually in a photo or video. Advertising appeal typically refers to the advertiser's site, where it can be deployed provides information about the product in a different form in volume without restriction.

With the growing number of Internet users is growing and the market of Internet advertising. According to the data of All-Ukrainian Advertising Coalition, internet-advertising market in Ukraine grew by only 11% in 2015, but the increase was as much as 2.4 billion in the national currency.