

those who had seen augmented reality;

- desired price: 5.99 pounds for those who have seen the print ads, and 7.99 pounds for those who watched AR!

POKEMON GO success stirred up the interest of not only the application users around the world, but also the holders of brands. It should be noted that the AR (Augmented Reality), designed to replace or supplement the usual offline activation, there was a long time ago, in 2008, and branded projects associated with it a lot of both at the international and Ukrainian market. Through the application POKEMON GO interest in this area has made a significant leap.

Augmented reality brings something new and original to promotional activity. In the struggle for the attention of the audience, brands are interested in innovative solutions. However, the audience is not always so interested in AR projects like we would like this to business representatives. There are several reasons.

The first is that at the moment, to interact with the AR user must download an application, it lowers the interest of a large part of the audience. Now new browsers that can show more reality are developed, but these products are not yet able to replace the desktop or the default browser, and this again leads to the fact that they need to download.

The second and, in my opinion, the most important reason - it is the immaturity of the Ukrainian market. The client does not understand how it works and what its profit. A significant part of the business is not just to understand how AR can be applied to their specific brand, how it works, but also and what results from it should be expected.

It is also important to note that AR - it is rather the examination for developers than for advertising agencies. But trends require AR expansion examinations, it is possible by increasing the staff and the equipment, especially digital - direction, forming database of contractors, close individual approach to each client.

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THE ROLE OF MARKETING IN ENTERPRISES OF UKRAINE

Key words: marketing, problem, development, Ukraine, competitiveness, enterprises.

Marketing is important part of economic life. He is not only a label and face of any company, but also it is first important step on the road to prosperity.

Misunderstanding of marketing role in production activity of many enterprises in Ukraine today is one of the most topical issues. The problem is that heads of the

entities underestimate work of marketing departments, and often just refuse them for the purpose of economy. Insufficient knowledge between in time the carried-out marketing and the subsequent successful positioning of the entity in a competitive environment and the got profit is a basic reason.

Progress in the implementation of the marketing concept, observed in Ukrainian enterprises for the last three years, has not helped to overcome barriers to awareness of the importance of the marketing concept, its practical organization in accordance with Western standards.

Who such marketing specialist and why he is necessary? For what spheres marketing is responsible? And he is practically responsible for the interaction of all departments and divisions of the company with her clients. Normally developing company without marketing cannot exist. Marketing is needed as an art and a science correctly to choose the target market, to attract, retain and increase the number of consumers by providing the buyer confidence that it represents the highest value for the company"

A marketer must be able to study clients and use special methodologies for the increase of sales, demands on a commodity. He is a logistician working with the product, conducting research, working with the prices, product positioning and promoting it is the place of sales and markets your business.

The good marketing specialist is necessary not only to the large organizations, its value for small businesses is often much higher. The it is more difficult to work to the entity at the market, the each step is reported to be thought over better. When money is not enough, they need to invest only in projects that are really interested in the consumer. arketng services here will fall very handy.

Today, the development of marketing concepts in the Ukrainian enterprises can be defined as the movement from the marketing orientation towards consumer orientation. Support and sales promotion is considered the most important aspects of marketing activity. But the study of the needs of customers is given less importance.

From an organizational point of view, the development of marketing in Ukraine in the near future will be connected with the organization of marketing departments in large and medium-sized enterprises. This will reduce the risk and reduce the time of acceptance and realization of unqualified decisions in matters of marketing activity. The competitiveness of Ukrainian enterprises will depend on their ability to introduce as a leading marketing and strategic development of the business culture in the company.

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CUSTOMER - ORIENTED MARKETING IN UKRAINE

Key words: customer - oriented marketing, CRM system, KPIs, consumer

The potential for growth in retail sales in the health and beauty sector remains strong. There are certain basic KPI (Key Performance Indicators) to adopt by a retailer are such as range, prices, sales etc. But nobody mentioned customers as certain KPI. And that means a retailers are non customer oriented. The main ingredient in the customer oriented marketing consists in research of your customer's needs.

As one of the leaders in the drogerie Health & Beauty business on the Ukrainian market, Watsons has put tremendous efforts in development KPI system for CRM. KPIs are a set of gauges or indicators that will measure data and help the sales team reach its desired goals. KPIs is set up across key activities that are critical to the satisfaction of the customer. There are plenty of different KPIs which company can use to measure customer service and the success of business's customer service strategy. Such as:

- Actions per Engagement. Measuring how often your customers respond to your outreach. It's will get a good feeling for about how many times you have to reach out to customers before they'll make purchases.
- Conversion Rate. Company have to track how often your outreach efforts result in a measureable action to know if they're effective.
- Funnel Drop-off Rate. Measuring how often do people unsubscribe from newsletter. How many read the emails, click on the links or actually end up purchasing company's product.

There are many other indicators that can help the sales team measure the level of customer service and the success of company's customer service strategy.

Watsons focusing on a customer oriented marketing strategy equals putting the customer in the center of all goals and strategies. Basically this strategy focuses on the customers' needs and their satisfaction.

To realize a personal offer for the consumer, requires several conditions. Firstly, analytical framework. Consumer preferences, which can be analyzed. Next, it's 'working' customer communication channels. Customers overwhelmingly prefer email; sms, coupons also will be good. Without a deep understanding of how a company's customers are segmented, a business can't create personalized offers.