

product.

3. Connect and Collaborate. What better way to build brand awareness than to have an influencer promote your product? Like other social platforms, Instagram has communities related to pretty much any industry. For example, Instagram has a large number of makeup experts that, as a group, garner tens of millions of fans. Makeup company Sigma used that community to their advantage by contacting influential members and sending them samples in the hopes of a product review. How does giving away free products to influencers help Sigma? Consider this example. If a makeup expert posts a picture of a dazzling new look and notes that they used Sigma products, you're more likely to buy Sigma products if you want to replicate the look. Plus, knowing that an expert recommends the product influences perception—it must be good if the pros use it!

Experiment with a different number of posts each day, at different times of day and then measure your results. Keep testing and tailoring and over time you'll find the perfect formula for you. As a business, the possibilities for thriving on Instagram are endless. With dedication, patience and creativity, this social channel will increase your brand awareness and introduce you to new leads and customers.

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### **ANALYSIS OF THE MARKETING COMMUNICATIONS OF THE COMPANIES (DANCE SCHOOLS) AT THE MARKET OF DANCE SERVICES IN DNIPRO CITY**

*Key words: development, promotion, marketing communication complex, dance services, event marketing.*

Contemporary dance services market in Dnipro City is submitted by dozens of schools, which are offering to learn not only standard dancing streams such as: Hip-Hop, House, Dancehall, but also the new styles which have been arisen recently: Waacking, Jazz-Funk, Vogue and so on. The mass interest in modern dance began to appear in 2004 with the advent of Some TV Show, for example, « », « », « ». Therefore, consumers are now aware of the specifics of styles and modern dance.

At the present stage of development, companies that are providing such types of services must follow a number of terms and conditions to meet better the consumers' needs. Among them: availability of infrastructure (equipped gym, convenient location of the school etc), positive reputation and possibilities for realizing of schemes of extra incomes, organizing master classes, festivals, championships, concerts and so on. Also, to keep the potential costumers continuously informed is necessary.

Implementation of a number of conditions is achieved through a set of marketing communications. The complex of marketing communications - a set of

tools and methods of marketing, that ensure delivery of information about a product, service, company to the customer, aimed, ultimately, to make them a purchase. Promoting complex consists of these principal parts:

1. Advertising
2. Sales stimulation.
3. Personal (individual) sales.
4. Public relations.

Thus, starting to promote a dance school, important to remember that it is very personalized process and for each enterprise will be effective its own combination of methods of promotion which are defined by the company's features and competitive advantages.

The object of the research is business activity of « - » Dance School, that specializes in delivering of dance services. Based on established research, it has been found that, the company has the potential for development, but its activity needs to be improved by forming a complex of events for the successive promotion.

With the appropriate preparation of the complex of promotional events, should be achieved the following goals:

- try to get new clients and keep current;
- create a unique offer which distinguishes the school from the competitors;
- increase the studio's income during 2016.

The following target audience is chosen as a subject of the research: young women between 18 and 25 years, with income from 4000 UAH, graduated, have an active lifestyle.

The program of the promotion helps to create positive image of « - » Dance School and, as well, inform costumers about the services which are providing by the studio and it aims to bring to their use. On the basis of a thorough analysis we can conclude that the most efficient tools in Marketing Communication are «PR» in combination with Event Marketing. Also, the attention should be paid to the personnel.

On the basis of an analysis of internal and external environment of the dance center « - » there is a possibility to make the conclusions and propose practical recommendations:

1. Personnel's motivation (material and moral-psychological). Because of the couch's main role at the process of finding and keeping clients implementation of these methods will increase the efficiency of the above mentioned process.

2. Using of every opportunity to organize parties, festivals, concerts, master classes, flash mobs inside the school and also at the city level. The range of those activities is not only able to raise public attention and get new clients, but also to motivate school dancers to comprehensive professional development.

3. Organization of championships and tournaments at the regional and Ukrainian levels on behalf of the dance school.

4. Search Engine Optimization (SEO) and website SMM. The particular attention should be paid to the promotion by writing of the high-quality content, according to the target audience. This content should be realized in form of articles, releases, providing high-quality photo and video materials, etc.

To conclude, the dance school is the place where people come for the emotions, to bring new skills, to know teachers, who are able to create the positive atmosphere and lead to victory. Promotion of such a school depends on the internal organization, but, as well, the role of the complex of the communications is also very important in the process of brand building. The complex of the communications, in the present case, should be built on the combination of «PR» and «Event marketing».

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## **MOBILE ADVERTISING IS AN EFFECTIVE TOOL OF MOBILE MARKETING**

*Key words: mobile marketing, mobile advertising*

The rapid development and diffusion of new information technologies assume the character of large-scale information revolution, which increasingly impact on society. The introduction of modern technological possibilities leads to a variety of marketing communication tools. Marketers and advertising agencies widely use mobile marketing.

Mobile marketing is broader than SMS marketing, a concept that refers to the process of disseminating marketing information to the mobile phones of clients and consumers not only through text messages (SMS), but also other mobile technologies and, as a rule, receive their feedback. To tools of mobile marketing are: short message services (SMS), mobile sites and apps, automatic voice menu, multimedia message, Bluetooth.

Mobile marketing is mainly engaged in three types of companies: mobile operators on their own, the Agency's mobile marketing and content providers. First create their own departments of marketing communications, which, among other things, organize and share direct marketing to mobile phones. The second work is specialized in the industry of mobile advertising and marketing and have nothing better to do. Others mostly sell entertainment for mobile phone (logos, ringtones, games, sometimes, not phone sex), and in addition from time to time are engaged in advertising campaigns.

Tactical and useful advertising – the dream of every consumer. Individual need of every customer has resulted in a new type of communication channel, which focuses on a personal approach to the client. The convenience of mobile technology allows to diversify methods of marketing communications, to make them useful to the consumer. These technologies affect not only advertising goods and services, but also provide many specialized services. Therefore, the main goal of this work is the study of the phenomenon of mobile advertising and the prospects of its application to marketing communications. In modern conditions of tough competition the need for an individual approach to every potential consumer stimulates the development of mobile advertising. And therefore it is crucial to identify and assess opportunities for