

## 6. Put customer photos on e-commerce site

Normally, when consumers visit a product page, they are immediately shown professionally produced photographs of products, and, in the case of fashion, often on models that don't look anything like them. What would happen if we could show real customers using your products on your product pages? Showing real customer photos on your ecommerce pages serves two purposes. First, seeing real people using your products helps build consumer confidence about your products. Second, it helps demonstrate social proof by showing your products are desired by others, precisely at a time when a customer may be feeling uncertain about making a purchase.

As an conclusion – Instagram is no longer a niche social platform. In fact, 68% of the Interbrand Top 100 brands are on Instagram. And as more jump on board, brands will be looking for new ways to tap into their audiences and harness the marketing potential of Instagram. Establishing a presence on Instagram is one thing, but tapping into user content to power your ecommerce sales is a whole other challenge.

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## **THE DYNAMICS OF MARKET UNREFINED SUNFLOWER OIL IN DNIPROPETROVSK REGION**

Oilseeds Ukraine - one of the few sectors of agriculture, which, even in the face of the global financial crisis is developing rapidly and has a strong export potential. This is mostly due to the following factors: the global shift in the structure of nutrition in oil and fats of vegetable origin; more affordable price compared with animal fats; dynamic growth sector of biodiesel and more.

Statistical sources show that the production of sunflower oil in Ukraine is about 3 million t; of which only 80 - 90 thousand. t goes to industrial use. A description of the market for raw sunflower oil showed that the market is dynamic and in 2014 reached 3,650 thousand t.; but growth rates vary greatly (see table 1).

Table 1

The dynamics of the market of crude sunflower oil in Ukraine

index	2007	2008	2009	2010	2011	2012	2013	2014
Sold crude sunflower oil, thousand tons	1381	2078	2226	1863	2772	2990	3177	3650
growth rate, %	-	50,4	7,1	16,3	48,8	7,9	6,3	14,9

Share packed crude oil in 2014 reached about 2190 thousand t., or 60 % of the total production of crude oil.

Analysis of the producers of crude oil packaged proved that mostly domestic products.

Comparison statistics Dnepropetrovsk region market development unrefined sunflower oil shows that its dynamics is quite the same as the general trends (see table 2).

Processing of oilseeds in Ukraine (according The State Statistics Committee of Ukraine) involved more than 1,200 businesses. In general, the industry is characterized by a high concentration of manufacturing: more than 90% of oil produces 51 specialized businesses large and medium power.

However, the Harfindelya-Hirschman Index (IXX) showed that the market for crude sunflower oil has a concentration of business (see table 3).

Table 2

Sales of crude sunflower oil in Dnipropetrovsk region

index	Dnipropetrovskiy region					The share of total production area, %
	2011	2012	2013	2014	2014, % 2011	
Unrefined oil, t	354807	409719	569547	597444	168,4	16,1
Sunflower oil,t	348467	402298	555699	583292	167,4	16,1

Table 3

Analysis of market concentration of crude sunflower oil in Ukraine (2013-2014)

/	Company name	output		(IXX)
		Thousands, tons	%	
1	LLC «Prykolotnjanskyj» OEP	64,35	2,2	4,84
2	PJSC «Volchansky P»	121,03	4,1	16,81
3	PJSC «Poltava P – Kernel Group»	174,51	5,9	34,81
4	PJSC«Kirovogradoliya»	180,78	6,1	37,21
5	LLC «Ecotrans»	39,66	1,3	1,69
6	LLC «Bandurskyy P»	75,05	2,6	6,76
7	LLC «Ukrainian Chornomorska industry»	186,38	6,3	39,69
8	Kahovskij branch CJSC «Cargill»	147,43	5,0	25,0
9	LLC «Cargill plant»	217,11	7,4	54,76
10	CJSC «Dnipropetrovsk P»	180,12	6,1	37,21
11	CJSC «Zaporizhzhya OEP»	268,67	9,1	82,81
12	PJSC «Vinnitsa OEP»	103,48	3,5	12,25
13	PJSC «Chernivtsi OEP»	48,67	1,7	2,89
14	PJSC «Pology P»	183,15	6,2	38,44
15	PJSC «Mironovsky plant for the production of cereals and animal feed»	103,07	3,5	12,25
16	LLC «Katerinopolsky elevator»	72,97	2,5	6,25
17	PJSC «Creative»	147,54	5,1	26,01
18	LLC «Macoli»	1,66	0,06	0,0036
19	Other	626,26	21,3	453,69
Together		2941,89	100	893,37

Thus, the study showed that the market of crude sunflower oil is more attractive than the refined oil market. This market is growing rapidly, is a competitive and poorly saturated.

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## **INSTAGRAM DIRECT PLATFORM AS A MARKETING TOOL**

Instagram Direct Platform enables privately to share photos and information with other users. This content can be commented, and only the sender and the participants of the chat will see the comments and likes. There are 200 million monthly active users on Instagram, 70% of which log in daily. This is a huge base of people for marketers to reach.

One of the reasons why marketers should consider Instagram is because it is mobile. It is a great way for your business to communicate directly with people with whom you want to build trust and credibility. Nowadays, 65% of the world's top brands use Instagram.

For example, Gap (USA) - trading networks selling clothing announced a contest with Instagram Direct. The first 15 people who commented on the photo took part in the competition. They learned about further conditions through directives from the brand account. When replying you tend to send your photo with something of Gap clothing you are wearing.

Promotion on Instagram is not much different from other social media platforms. Effective strategy Instagram is based on the understanding of what the target audience wants.

The following activities can be used in Instagram Direct marketing:

1. Organize contests among its subscribers. Due to private messages, brands can go direct with their subscribers.
2. Communicate promptly with their customers, thus it does not make possible negative reviews in the public space.
3. Offer exclusive content for loyal customers, such as discount coupons.
4. Announce fresh goods or upcoming products insides receiving feedback and offering to share the information about the brand.