

made from wood obtained in accordance with the principles of sustainable usage of forest resources.

However, the European practice has a much broader set of tools in organizing chain sales in industrial markets. It is crucial for Ukrainian enterprises to quickly adapt to the rules of the organization of market relations in the European Union market and use commonly recognized tools for appearance and promotion of products, including voluntary standards for sustainable development - VSS. These tools are designed to demonstrate the position of the company as meeting the highest requirements in the industry - the use of modern technology, providing high quality products, the guarantee of security of materials. For example, for the Ukrainian market of wallpaper a valuable standard of "good" practice is the SAI. These standard advances human rights at work, driven by diverse perspectives to navigate evolving labor issues. We design and implement innovative processes that empower and inspire stakeholders and facilitate partnerships.

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## **EXPLORING NEW TECHNOLOGIES FOR INNOVATIVE AND CREATIVE MARKETING**

Attracting new customers requires not only well-known, but also unconventional approaches. To reformat businesses' web-sites is one of the new technologies. That is why, consumers can find the business they need while they are on the road. A hypersonic sound device can be used to market products or services. First used by the military to communicate over long distances, these devices direct sound to the exact location where you want to be heard. They are commercially available now and can be used for marketing messages.

One of the latest technologies is geotagging. The geocoding process enables us to add the latitude and longitude coordinates of the businesses' location to digital concept, including web-sites, photographs, videos, news, articles and blog posts. Digital media getting tagged with business geographic information can be added to online maps. Breweries, grocery stores, hair salons and restaurants can also benefit from the geotagging thanks to better discoverability.

There are plenty of ways to benefit from geotagging. In case of small local-business all of its content can be tagged. When customers go over its content for a web-site, they can easily figure out how to get there.

Geotagging is becoming very popular for brands. The reason why companies

use it is that this technology helps them to maximize their ROI (return on investment). It allows them to select their target audience, for instance, according to specific data (location, demographics etc.). However, the company needs to set up a special code taking the user to a specific page that provides information users are looking for, location of the store including.

When creating targeted marketing campaign the customer information provided online is a valuable input. The advantage here is that any mobile user leverage upon geotagging technology. Businesses often reach out users through text-messaging. Located-based marketing with geotagging technology is seen as promising and inexpensive. Any business can organize a cutting-edge marketing campaign taking into account the tool in question.

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## **SOCIAL MEDIA MARKETING**

Modern society has been dealing with information technology for a long time. The Internet has become an integral part of people's lives. It is necessary in all aspects of modern life and helps in solving many economic and social problems, so it is an important marketing tool. Using the Internet we have an opportunity to create social networks, which have already become an essential part of the Internet.

A social network is an online service, website or platform for organizing social relationships. These networks can be in public access for all users or can be available only for a limited group of people. Undoubtedly a lot of peoplesurfing on web pages cannot stay invisible for commercial companies. Therefore, the phenomenon of marketing in social networks or Social media marketing began to spread. This is not just a phenomenon in marketing, it is a whole set of components or, as marketers say, 4 P: price, product, promotion and place. SMM is the cheapest way to promote your brand and implement your goods or services in the future, but it is just one of the marketing solutions [1].

Social Media Marketing solves a number of problems such as:

- development of a networkpromotionstrategy;
- impact on the target audience;
- improving the reputation and status of the company;
- analysis of the brand position on the market by constantly monitoring the number of visitors on the website of the company, tracking reviews about product and maintenance etc.
- sales boosting;