

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;

- keeping the audience by promotion, information e-mails, etc.

There are different ways in social media marketing to attract the attention of the target audience to a particular brand or company. The simplest one is the media advertising, which is similar to the advertising in the print media, but has a major impact due to the presence of hyperlinks and animations. Such advertisements may be presented as a banner or as a text with a hyperlink.

Over the past few years the usage of advertising in blogosphere becomes more common among companies. In some cases the audience of blogs exceeds the audience of mass media, but they are considered more trustworthy. Despite the fact that advertising in blogs has no direct impact on the level of sales, it is a simple and affordable way to maintain the image of the company and distribution of the brand.

To achieve the goals of the social media marketing one must use more creative approach in problem solving. That's how the concept of "guerrilla marketing" as a way to affect potential buyers was established. The features of this concept are presence of close contact with a representative of the target audience and the opportunity to affect his choice by "anonymous opinions." Among the varieties of guerrilla marketing we should emphasize driving up the number of votes which brings a website on the top of the search charts in Google and Yandex. Prices for these services vary from 10 thousand rubles per month of website being in the top of search charts to 85 cents per voice/like [2].

In addition, social networks provide an opportunity to create their own informative sites, for example, corporate blogs, which are will also contributing to the promotion of the company. You can also use raffles, promotions and games in social networks to attract customers [3].

The appearance and distribution of social media marketing mainly depended on the unidirectionality of traditional marketing, which focused on providing information to consumers. Social media marketing provides direct contact with a potential customer, thereby increasing the effectiveness of the tasks.

On the other hand, social media marketing drastically reduces the cost of advertising and promotion of the product, as the cost of advertising on social networks is significantly less than in the print media [4]. Popular Russian social network VKontakte, which has more than 270 million users and has more than 62 million visitors per day offers different types of advertising from targeting to special offers in games. For example, the price for ultra-precise targeting of ads (targeting) varies from 24 to 33 rubles, depending on the target audience [5].

Another advantage of social media marketing is the number of their audience. In the last decade, superiority of online media over print media and TV becomes more clear. For example, the magazine "Time" which printed media's audience was rapidly dropping from 1,2 to 18 million a year. However, their application with electronic

versions of publications which they launched earlier showed audience growth of 34%, which ultimately amounted to about 44 million people [6].

The complex of all advantages of social media marketing makes it to the advertiser the most effective tool to promote the product.

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## **PROFESSIONAL EMPLOYMENT OF UKRAINIAN WOMEN IN THE ECONOMY OF THE 21ST CENTURY**

It is considered to be of key importance for economic growth to empower women in taking leadership positions. A lot of business leaders have realized that gender diversity is a driving force for the performance of their enterprises. The matter of great significance is the participation of women in the higher executive level. On the microeconomic level here are some economic arguments in favor of more gender diversity on company boards. Studies from various countries show that companies with a higher share of women at top levels deliver strong organizational and financial performance. Studies have also shown that where governance is weak, female directors can exercise strong oversight and have a “positive, value-relevant impact” on the company. On the other side according to recent estimates, women control about 70 % of global consumer spending. More women in management positions can therefore provide a broader insight in economic behavior and consumers’ choices, leading to market share gains through the creation of products and services more respondent to consumers’ needs and preferences. The problem of senior executives is directly connected the level of women’s professional education, nowadays more than half of the students graduating from Europe’s universities are women. On the macroeconomic level the absence of women in senior positions may