

## FEATURES OF ADVERTISING IN THE INDUSTRIAL MARKET

The aim of this work is the analysis of promotion, advertising and features of the industrial and consumer markets. The evaluation of B2B and B2C customers' differences is shown in Table 1.

Table 1

	2 (the mass consumer)	B2B (corporate customers)
The methods of the promotion	- The attitude to the products is formed by the means of a mass audience coverage	- The attitude to the products is formed due to the informing character funds .

Accordingly, the tools of promotion should be aimed at "target audience". The differences of advertising for the industrial and consumer markets are shown in Table 2.

Table 2

2 marketing	2 marketing
<ul style="list-style-type: none"> <li>-Advertising has a secondary influence on the final consumer</li> <li>- Advertising works in conjunction with other tools of the influence</li> <li>-Advertising is informative</li> <li>- The content of the advertisement and the selection of its target audience are the most important things</li> </ul>	<ul style="list-style-type: none"> <li>- Advertising has a direct influence on the final consumer</li> <li>- Advertising is the main instrument of the influence on the sale</li> <li>- Advertising affects the sale</li> <li>- The high importance is in the form, place and other details of advertising campaigns</li> </ul>

Therefore, advertising in the industrial market has its own characteristics. In many ways, it is carried out by personal contacts and for advertising is requests more information, and it is not based on the emotions of the person, but on the scientific and technical data and objective facts.

## APPLE PAY THE FUTURE OF MOBILE WALLET TECHNOLOGY

“Apple Pay” the innovation idea that introduced by Apple company as new version of mobile payment system that expected to be the breakthrough to change the mobile wallet market and increase the popularity of electronic commerce market.

Apple’s payment service was launched in October 20/2014 as the full integrated, fast, convenient mobile payment system. The system work will be easy,